

Key Findings – *from* – NAPHIA Research

The **VET PRACTICE**
is the *leading source*
of info on Pet Health
Insurance (PHI).

45%
Vet Practice

37%
Internet

28%
Friends &
Family

ASPCA[®]
PET HEALTH
INSURANCE

Driving Growth of Pet Health Insurance
2016 Report

 **naphia**
NORTH AMERICAN PET HEALTH
INSURANCE ASSOCIATION

Insurance products are underwritten by United States Fire Insurance Company (NAIC #21113, Morristown, NJ), and produced and administered by PTZ Insurance Agency, Ltd. (NPN: 5328528, Domiciled in Illinois with offices at 1208 Massillon Road, Suite G200, Akron, Ohio 44306). (California residents only: PTZ Insurance Agency, Ltd., d.b.a PIA Insurance Agency, Ltd. CA license #0E36937).

The ASPCA[®] is not an insurer and is not engaged in the business of insurance. Through a licensing agreement, the ASPCA receives a royalty fee that is in exchange for use of the ASPCA's marks and is not a charitable contribution. U0723-NAS03

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Of Veterinarians surveyed:

56% & 85%

of  Veterinarians

of  Veterinarians

wish *ALL* clients had PHI.

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Owners spend:



CATS

+81%
more



DOGS

+29%
more

with PHI.

ASPCA
PET HEALTH
INSURANCE

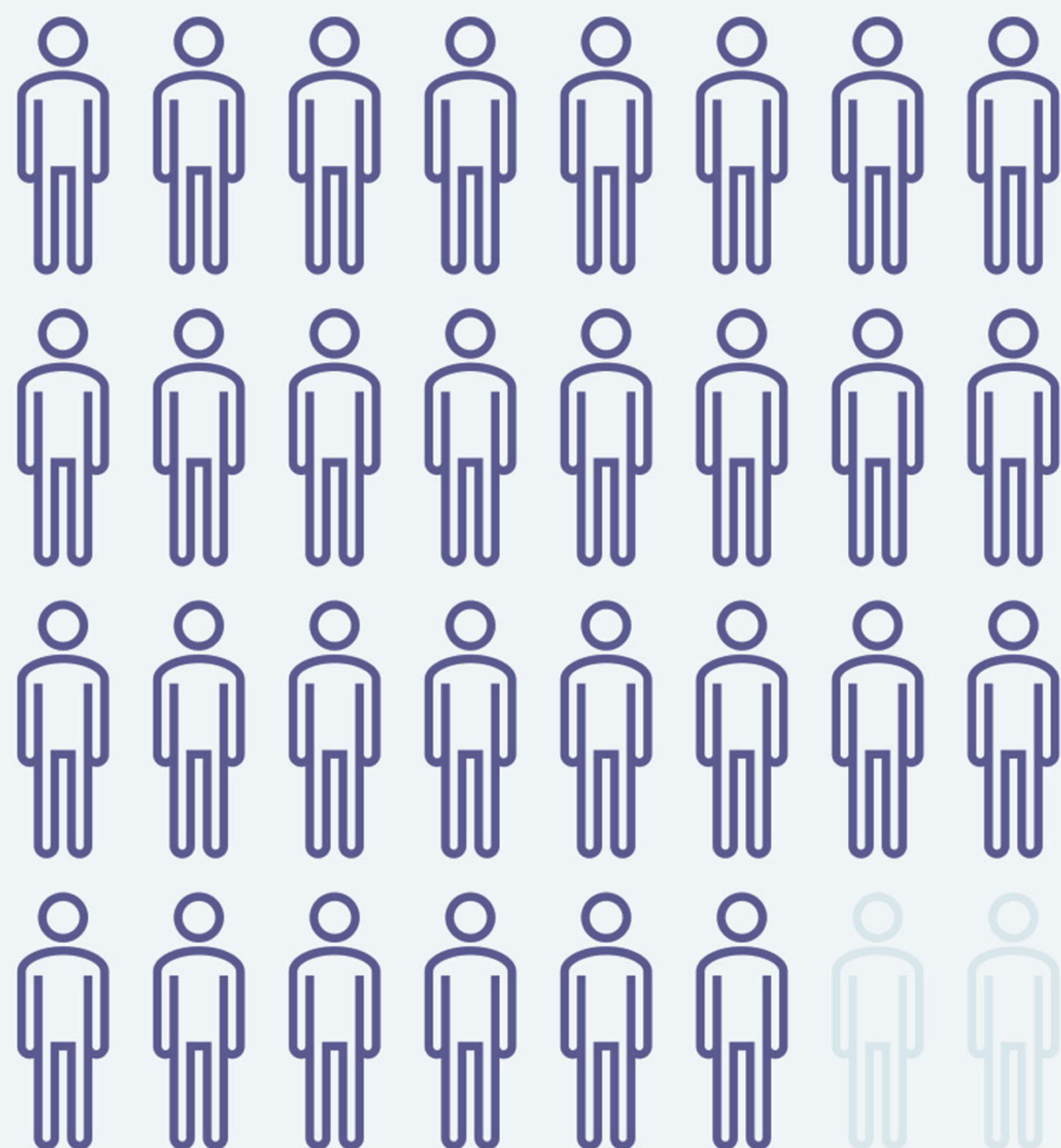
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95%

of veterinarians
DON'T fear PHI
will lead to
managed care.

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