Are your clients hesitant to follow your recommended vaccine schedule?

Find out why and what you can do to improve adherence to your recommendations.

In their perception, pet owners:

- **MINIMIZE** the risk of vaccine-preventable illnesses.
- **MAXIMIZE** the risk of vaccine-related injury.
- **FOCUS** on the risk in front of them today (the vaccine), rather than the risks of the future (infectious disease).
- **TRUST THEIR GUT** more than technical information.
- **FOLLOW THE HERD**.

To help pet owners OVERCOME vaccine hesitancy:

- **LISTEN** to clients’ vaccine fears to provide **SUPPORT** and **PARTNERSHIP**.
- **ACKNOWLEDGE** their intelligence and commitment to their pets.
- **VISUALIZE** the impact of vaccine-preventable illness – speak to their **GUT**.
- **SHOWCASE** the right herd.

Learn more about overcoming vaccine hesitancy:
Read the accompanying article on our Veterinary Resource Library
vet.aspcapetinsurance.com/digital-library