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Medical insurance for your pet.



Pet owner financial limitations hurt care.

We all want the best care for our pets. But there are often financial limitations. A survey of veterinarians that was recently published in JAVMA (Vol 250, No 7, April 1, 2017) shows that discussing costs and insurance with pet owners could improve quality of care as well as client and veterinarian satisfaction.¹

“Unfortunately, decisions regarding the health and survival of our patients are commonly limited by our clients’ capacities to incur the costs of care.”

— B. Kipperman DVM

STUDY FINDINGS

ONLY 31% of veterinarians discuss costs with pet owners before pets become ill.

57% of veterinarians say pet owners' financial limitations affect their ability to provide the best care.

74% of veterinarians say financial assistance options help them provide better care.

49% of veterinarians experience burnout.

77% of veterinarians reported that economic limitations of clients contributes to their level of professional burnout.

17 MIN The mean appointment duration for companion animal hospitals in the U.S.²

10 MIN The median appointment duration in the United Kingdom.³

33% of US families were either struggling to pay medical bills or defaulted on payments, according to the CDC in 2011.⁴

<5% of respondents' clients that had pet health insurance (PHI), most indicated an increased use of PHI would be more beneficial than more education about future care costs.

CLIENT FINANCIAL LIMITATIONS CAN MEAN:

- 1 Fewer veterinary visits
- 2 A decline in quality of care
- 3 An increase in economic euthanasia
- 4 Moral stress for veterinarians and pet owners
- 5 Less career fulfillment for veterinarians

LESS-THAN-IDEAL CARE

The most frequent reason veterinarians cite for not providing ideal care is a prior experience with a client's financial limitations.

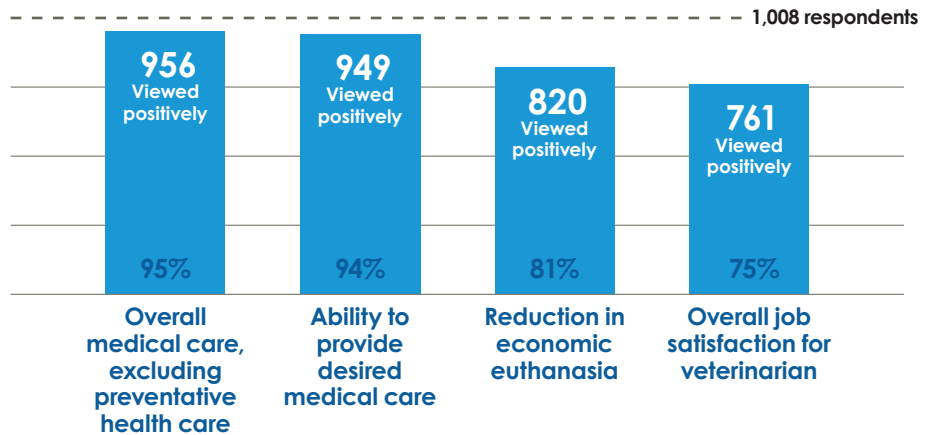
STRESS

Discussing fees is the third most common stressor for veterinarians.

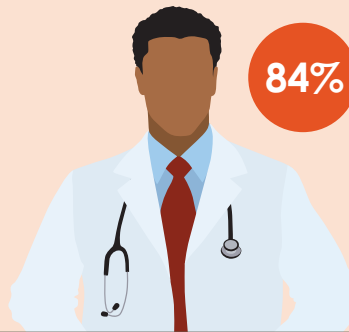
DISSATISFACTION

Pet owners are generally not satisfied with the extent of cost discussions.

Perceptions of 1,008 veterinarians regarding the effect of increased client adoption of pet health insurance on the following aspects of small animal practice:



MEDICAL INSURANCE FOR CATS & DOGS



84%

of veterinarians think more work should be done to increase adoption of medical insurance for pets.

REFERENCES

1. Kipperman BS, et al. Factors that influence small animal veterinarians' opinions and actions regarding cost of care and effects of economic limitations on patient care and outcome and professional career satisfaction and burnout. *J Am Vet Med Assoc* 2017; 250:785-794.
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4. Ubel PA, et al. Full disclosure — out of pocket costs as side effects. *N Engl J Med* 2013;369:1484-1486.

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