

The care you provide isn't one-size-fits-all.

Why should your patients' pet insurance be?

Pet owners are not a homogenous group that all want, or can afford, the same thing. Novel research Nationwide® conducted with Behavior in 2022 revealed that pet-owning families make decisions about their pet's health based on one of three primary preferences:

- **Choice:** This group wants to hear about all diagnostic and treatment options, from basic to advanced
- **Cost:** This group is most focused on options that won't hurt their financial situation
- **Convenience:** This group prefers care options that can fit into their busy schedules



Additionally, market research conducted by Nationwide revealed that the “gold standard” of care that vets learn in school may clash with what pet owners truly want for their pets.

It's simple: pet owners have different ideas about what care is right for their pet, and they want to hear options that work for them. Rather than viewing that as a barrier to providing optimal care, we think it is a prime opportunity for the veterinary industry to seek creative ways to provide more care for more pets.

At Nationwide, we're doing this in two ways:

1. By encouraging veterinary healthcare teams to embrace a spectrum of care approach



A spectrum of care approach combines evidence-based medicine with pet family emotional, physical, and financial resources, then communicates a range of options to pet families without judgment.

Our website, www.spectrum-of-care.com, illustrates how a spectrum of care approach can help veterinary healthcare teams build a stronger bond by listening to a pet parent's concerns, then offering a range of evidence-based treatment options from basic to advanced. Embracing a spectrum of care means your team can feel confident in providing good outcomes for your patients, and your clients feel understood and comfortable deciding what level of treatment feels right for them and their pet.

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Nationwide®

2. By offering innovative pet protection solutions to meet each pet family's unique needs

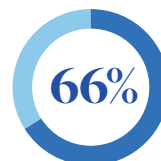
Nationwide® offers a range of pet protection solutions that help meet different pet family priorities, budgets, and preferences, from more basic options that help defray costs like our Major Medical Plan, to more comprehensive coverage that helps with things like chronic illnesses or wellness. Pet parents can even customize their own plan to fit their specific needs. Visit BestPetInsuranceEver.com to learn more.

We know when pets are protected by pet health insurance, it's easier for their families to prepare and provide for their care.

Nationwide-insured **cats** visit their primary veterinary clinic 39% more per year



Nationwide-insured **dogs** visit their primary veterinary clinic 66% more per year¹



Now with more than 1.2 million pets actively insured, Nationwide has the expertise in pet health and understanding of our members' needs to advocate for a range of options so they can choose the level of care they want.

[1] 2022 Nationwide® and Vetsource study of 3,752 veterinary clinics

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CHECK-OFF &
ECHO NOTES

Be an effective team with pet owners starting a conversation.

If engaging in an initial discussion, start with:

I know you want Fluffy to get the care she needs, and I understand that you're concerned about providing that due to everything going on in your life.

State the solution.

Protecting Fluffy with pet insurance can help you in case she gets unexpectedly sick or injured. There are a range of plans that can meet your specific needs and budget, so you can focus less on cost and more on providing the care you think is best.

Make your decision.

We are here to provide you with healthcare options for Fluffy's medical needs, from basic to advanced. Pet insurance is one more way to help you feel comfortable making the choices that you feel are right.