

Broker Benefits Program



Did you know, pet insurance is one of the fastest growing and most in-demand employee benefits in today's market?

What Is Pet Insurance?

Pet insurance is health insurance for dogs and cats. It allows pet owners to meet the healthcare needs of their pets by reimbursing for costly veterinary bills. It can cover anything from accidents, illnesses, emergency care and wellness.

Pet insurance is seeing rapid growth in recent years. In 2016, there were over 1.8 million pets insured in the United States—that's a 12% annual growth rate over the previous year.

"In 2016, approximately 68%, that's 85 million, US households owned at least one pet."

Reasons for Growth

1. Pet insurance allows pet owners **make decisions** about their pet's health **without the worry** of how they will pay for it.
2. Pet insurance **alleviates** some of the **financial burden** of owning a pet allowing pet owners to take better care of their pets.
3. Pet insurance **gives pet owners peace-of-mind** knowing they can meet their pet's healthcare needs.

According to the North American Pet Insurance Association, the #1 reason people buy pet insurance is to be able to "make decisions about their pet's healthcare without worrying about whether or not they can afford treatment."

Why should you be offering pet insurance to your clients?

Don't be the last to see the value in this desirable benefit! Pet insurance has seen rapid growth in recent years and is quickly becoming an integral part of worksite benefits.

Most pet owners think of their pets as family and want to provide them with the same quality medical care as their human family. There is a constant buzz being generated by pet insurance. This benefit is popping up across the group and individual marketplace. You can provide this benefit and show your current and future clients that you care about their WHOLE family!

"In 2016, Americans spent nearly \$67 billion on their pets with over \$15 billion spent on vet care."**



Why Choose PetPartners

Experience

As one of the first pet insurance providers in the United States, PetPartners has been providing affordable, comprehensive pet health insurance to dogs and cats in all 50 states since 2002.

Trust

PetPartners serves as the exclusive pet insurance provider for two of the most highly-regarded purebred dog and cat registries in the United States. The American Kennel Club since 2003; and the Cat Fanciers' Association since 2006.

Coverage

PetPartners customizable policy options provide comprehensive coverage ranging from accident and illness coverage to preventative and wellness care. Policies allow pet owners to create a plan that fits their individual needs and budget.***



“Every 6 seconds, a pet owner is faced with a vet bill of more than \$3,000.”

About The Program

Brokers

- ✓ No enrollment fee
- ✓ No minimum participation requirements
- ✓ Fast, simple implementation
- ✓ Clients self-enroll online or by phone
- ✓ Employer group discount
- ✓ Dedicated account manager
- ✓ Digital marketing material provided

For Your Clients

- ✓ Comprehensive, affordable coverage
- ✓ Customizable coverage, deductible and limits
- ✓ Optional plan enhancements available
- ✓ Wellness and routine care options
- ✓ Self-enroll online or by phone
- ✓ Enroll or cancel at any time
- ✓ Fast claim turnaround

“1 in 3 pets will need emergency veterinary treatment every year.”

Ready to get started? Enroll Today!

Enroll online or contact our Channel Development Manager to learn more about this awesome new employee benefit!

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*2017-2018 National Pet Owners Survey conducted by the American Pet Products Association (APPA)

**2017 NAPHIA Industry Report

***Plans and coverage vary by state. See plan terms and conditions for a full description through PetPartners, Inc. Coverage is offered by PetPartners, Inc. to all U.S. residents and is underwritten by American Pet Insurance Company, 6100 4th Ave S., Seattle WA 98108, or Independence American Insurance Company.