

## WHAT DO I GET?



A Pet Wellness Plan branded specifically for your clinic



### A launch marketing pack

including 500 brochures, application forms, 2 x A2 posters, a launch email and content for your website



Set-up of the part payment provider and your PMS system to manage your Pet Wellness Plan



1 day on-site training to implement the program in your practice including

- o The delivery of a comprehensive training program that covers the PMS, Part Payment Provider, Sales Tips and FAQs
- o Training on the allocation of part payments into the PMS system and the use of the Part Payment provider reports and website tool



Training to manage the renewal process a year after commencement of the program



Access to the Pet Wellness Plan Helpdesk from 8am – 5pm Monday to Friday

### WHAT IS THE COST FOR MY CLIENTS TO JOIN?

	Total	Initial Payment	11 Monthly Direct Debit Payments
First Pet	\$430	\$100	\$30
10% Discount for all Additional Pets	\$386	\$100	\$26

### HOW MUCH WILL THE PET WELLNESS PLAN COST MY CLINIC?

Once off upfront fee:	\$2950* ex gst	Ongoing monthly fee:	\$397 ex gst
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To register your interest, please complete enclosed form

\*Terms and conditions apply and some additional travel expenses may be incurred by your practice for onsite training. These costs will be disclosed upfront before either party agrees to commence work.

## PET WELLNESS PLAN

Pet healthcare paid by the month



Increase client visits and annual expenditure at your clinic

Bond clients to your clinic and build trust between the veterinary team and pet owner

Give your clinic a point of difference

Help your clients afford the best care for their pets through a simple annual healthcare plan

Shift veterinary care from reactive to proactive

# PET WELLNESS PLAN



We've been 'in your shoes' so we know exactly what it takes to run and manage a successful pet healthcare plan.

Our pet healthcare plan has been designed to be easy to set up and implement, good value and effective.

Helping you to improve pet wellness and practice preventative healthcare in the simplest way possible.



## DEVELOPED BY VETS FOR VETS

Our Pet Healthcare Plan is the only preventative health plan provider that has owned and managed veterinary practices. We have experienced the challenges vet practices face on a day-to-day basis and can build and support a plan that can overcome them.



## END-TO-END SOLUTION

With invaluable experience in how to develop, promote, administer and support a plan, we guide vet practices through the entire process. We don't just walk away after the initial set-up; we provide a Wellness Plan Support Helpdesk that you can call Monday to Friday 8am to 5pm.



## PRICING AND PROGRAM INCLUSIONS

We have worked with vets to determine a competitive price for the plan. The veterinary care that is included in the plan allows the vet team to give each pet the best in preventative healthcare which can lead to a longer and happier life for the pet.



## WORKING WITH YOUR PMS\*

We work with your PMS provider to set up your Pet Healthcare Plan within your Practice Management System, so the backend supports your program.



## CLIENT-FOCUS MARKETING

We design, print and dispatch the marketing material you will need to promote the plan to clients. High-quality, client focused marketing and promotional materials show clients how we can help them keep their pets happy and healthy.



## TRAINING AND ONGOING SUPPORT

We provide your practice with a tried and tested training methodology, which ensures everyone feels comfortable talking to clients about the benefits of the plan and managing the client sign up process within the PMS and with the part payment provider.



## SIMPLIFIED ADMINISTRATION

With a detailed understanding of how practices run on a day-to-day basis, we have designed the administration process to be as simple as possible.

## PET WELLNESS PLAN INCLUSIONS \*



Annual Vaccinations



Unlimited Free Consultations



Up to \$250 off a Dental Procedure



Preventative Health Care Screen x 1 Per Year



10% Discount on Parasite & Heartworm Control



10% Discount on Food & Merchandise



10% Discount on Professional Services by a Vet



Free Microchip

Free Nail Trims



\*We currently support a number of select PMS providers and are working towards expanding this selection.

\* Recommended inclusions may be removed or decreased in value at clinic's discretion, however additional inclusions are not permitted.