

Best Practices

How to effectively advocate for pet health insurance

The Adoptsecure program provides peace of mind to owners of newly adopted pets, ensuring that they can make the best pet health care decisions. Participating shelters have told us what works for them to create interest in pet health insurance. These can assist you in increasing your conversions, and ultimately increasing donations to your shelter!



Unexpected things happen when you have pets. If you've got that security of pet insurance, it's peace of mind. The BC SPCA has been partnered with Petsecure since 2010 and in that time we've been able to send home about 5,900 pets with insurance."

- *Ivanna Ferris, BC SPCA, Branch Manager*

Ways to support Petsecure during the adoption process:

- Discuss the benefits of pet health insurance throughout the application and adoption process.
- Mention that their pet's medical history may not be fully known. Costs can come up later regarding unexpected health issues and Petsecure can help with that.
- Reference the trial in your adoption contracts.
- Share success stories, including your own, when Petsecure helped and made a difference.
- Remind owners about the trial when doing any follow-up calls to check on the pet's progress in the new home. Continuing with Petsecure means the owners won't have any additional waiting periods for accident or illness, and any conditions covered on the trial will continue to be covered with a Petsecure plan.

How to effectively advocate in your facility:

- Ensure Petsecure is in your newsletters.
- Email communications.
- Clearly advertised on your website.
- In your e-blasts.
- On your social media sites.
- Have an Executive Director letter that is co-branded advocating for pet health insurance.

Petsecure provides all marketing materials and will assist you along the way of being effective advocates. Please contact your local Territory Manager with any questions. You can also email us at benefits@petsecure.com.

Visit www.adoptsecure.ca or call **1.800.268.1169**.