

Pet Insurance Basics!

Jon Snell

Pop Quiz

How much money do Americans spend on pets each year?

- A. \$25B
- B. **\$50B**
- C. \$100B

Other than food, what is the next highest expense of owning a pet?

- A. **Health care**
- B. Toys
- C. Travel

What percentage of pets in the U.S are uninsured?

- A. 35%
- B. 65%
- C. **98%**



On your side coverage for employees and their pets



Nation's **first and largest** provider of pet health insurance



Created the U.S. pet insurance industry in 1982



Founded by and accepted by **veterinarians everywhere**



Close to **1M** pets insured and protected

Types of pets that can be insured with pet insurance:





Avian and exotic pet plans

Amphibians	Goats	Rats
Birds	Guinea pigs	Rabbits
Chameleons	Lizards	Snakes
Chinchillas	Mice	Sugar gliders
Ferrets	Opossums	Tortoises
Geckos	Potbellied pigs	Turtles

What avian and exotic pet plans cover:



Accidents



Illnesses



Examinations



Prescriptions



Lab fees



X-rays



Hospitalization



Add a wellness and preventive care policy to any Avian pet plan

Policy enrollment
through Nationwide
call center only

Pet ownership is on a pup-ward trend



75% of U.S. employees own a pet¹:



42.7M households with a cat²



63.4M households with a dog²

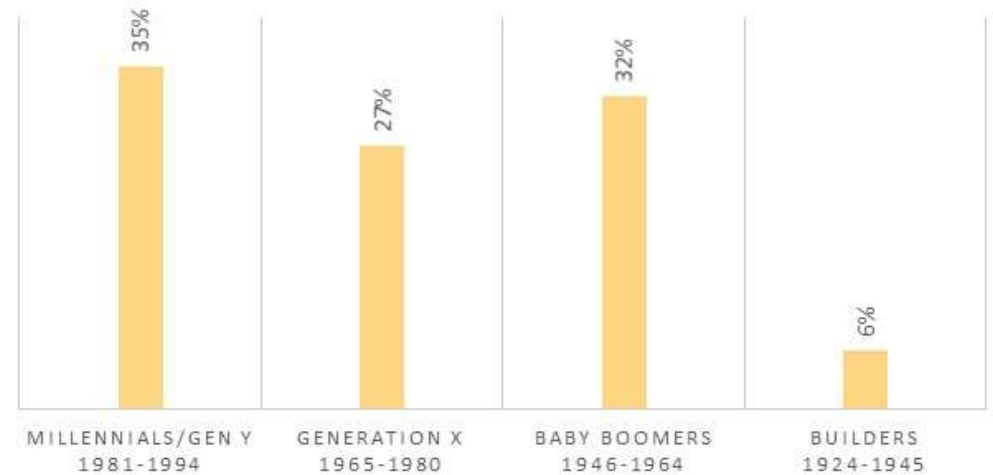
Pet ownership has steadily increased for **over 20 years**³

78% of pet owners say their pet is **part of the family**⁴

46% of pet owners have **more than one pet**³

Only **2% of pets are insured** in the U.S.⁵

Pet ownership by generation³



Paw-sitive employee impact



32%

boost in attraction, engagement and retention from offering pet health insurance as a voluntary benefit¹

"The value employees place on their pets has resulted in 87% of polled employers saying being dog friendly helps them attract and retain more talent."⁶



In companies where **pet insurance is offered** vs. **not offered**, employees¹

Say benefits are the main reason they accepted their job



Are fully engaged with their work



Plan to stay at their company for the next 12 months



Leader of the voluntary benefits pack



of employees say there is a growing need for voluntary benefits⁷



“From a 401K plan to pet insurance for Fido, in today’s tight labor market, workers expect far more than just health insurance... In fact, benefits is among the top three reasons why younger employees change jobs from their employers.”⁸



Voluntary benefit opportunities (in millions)



Pet insurance is a top 5 preferred work perk for Millennials¹³



Paid volunteer time off



Student loan repayment



Flexible work schedules



Pet insurance



Financial wellness counseling

Health care pet-o-nomics



68% increase in pet care costs over the last decade³



\$18.9B spent on veterinary care in 2019³



Average pet owner would spend **\$11K** to save their pet's life¹⁴

“About 45% of pet owners will spend the same or more on an animal's healthcare than on their own.”¹⁵

ebn
Employee Benefit News



Cost of owning a pet over its lifetime¹⁶

Low High



98% of pet owners underestimate the lifetime cost of a pet¹⁶

1/3 of Americans can't cover an unexpected medical bill over \$100¹⁷

56% of employees are stressed about their financial situation¹⁸

74% of employees say benefits are peace of mind for the unexpected¹⁹

Reasons why employers love pet insurance

Exclusive plans

Preferred pricing on voluntary benefit products available only for employees.

Anytime enrollment

Protect any pet, any time through the company's custom landing page.

Easy engagement

Build a custom communication package to spread the word about this benefit.

Portable policies

Options available to keep pets covered, even if an employee leaves the company.

Zero cost

Boost employee attraction, engagement and retention rates without adding a single cost.



Nearly half of Fortune 500 companies choose to offer Nationwide pet insurance



First company to offer a corporate voluntary benefits program with preferred pricing

How pet insurance works



Use for:

- ✓ Accidents
- ✓ Injuries
- ✓ Illnesses
- ✓ **And more**



“It’s always better to have insurance so you never have to make that hard decision when the time comes whether you can afford to treat your pet.”²¹

The Mercury News

Pet expenses survey: is pet insurance is worth it?²⁰



of Americans with a pet insurance policy think **pet insurance is worth the cost**



of Americans with pet insurance say it has **come in handy for emergency expenses**



of Americans that do not have pet insurance **were not aware of it**


My Pet Protection plan highlights for dogs and cats

- Cash back on eligible vet bills after \$250 annual deductible is met
- Choice of reimbursement 50%, 70% and 90% options
- \$7,500 benefit to use that renews each year in full
- Just two questions to determine cost: state and species
- Preferred pricing does not increase due to pet age or breed
- Exclusive plans not available to the general market



My Pet Protection covers so much, it's easier to say **what's not covered:**

 Pre-existing

 Breeding

 Grooming

 Nail trim

 Boarding

 Waste disposal

 Wellness, routine and preventive care

Some policy exclusions may apply. Wellness, routine and preventive care covered with My Pet Protection with Wellness[®] policy.

Choose the level of reimbursement that fits your needs

Reimbursement after \$250 annual deductible	90%	70%	50%
Accidents , including allergic reactions and poisonings	✓	✓	✓
Injuries , including cuts and broken bones	✓	✓	✓
Common illnesses , including ear infections	✓	✓	✓
Serious/chronic illnesses , including cancer	✓	✓	✓
Hereditary and congenital conditions	✓	✓	✓
Hospitalization , including x-rays and surgeries	✓	✓	✓
Prescription medications and Rx diets	✓	✓	✓

Additional benefits included with every policy

- Up to \$500 for kennel fees if the employee is hospitalized
- Up to \$500 for advertising or reward for lost or stolen pets
- Up to \$500 if a lost or stolen pet is not found within 60 days
- Up to \$1,000 if a pet passes due to an injury or illness

Some exclusions may apply. Certain coverages may be subject to pre-existing exclusion. See policy for complete list of exclusions.

Upgrade to My Pet Protection with Wellness for more coverage:



Wellness exams



Shots and vaccinations



Spay and/or neuter



Microchip implants



Parasite prevention



Routine blood tests

Superior coverage at an affordable price

Nationwide MPP 90% Pricing

Average Competitor Price Range

AGE	Seattle		Chicago		New York	
	My Pet Protection	Average Competitor Range	My Pet Protection	Average Competitor Range	My Pet Protection	Average Competitor Range
2	\$45.26	\$54.04 - \$78.99	\$54.60	\$50.22 - \$61.02	\$59.98	\$71.00 - \$83.30
4		\$54.04 - \$94.19		\$68.33 - \$72.62		\$80.00 - \$92.92
6		\$56.77 - \$125.12		\$97.62 - \$113.98		\$100.00 - \$135.20
8		\$86.86 - \$181.50		\$139.28 - \$167.36		\$129.00 - \$198.51
10		\$125.40 - \$260.07		\$199.27 - \$242.58		\$178.00 - \$287.74
12		\$190.82 - \$343.74		\$285.29 - \$302.03		\$197.00 - \$358.26

*Monthly insurance rates for a Labrador Retriever

*Sample pricing based on actual competitor data with prices reflecting 90% reimbursement model.

More pricing perks

My Pet Protection is the same price regardless of pet's age, size or breed

Competitor pricing varies on several factors and can be more than 4x as much for a 12 year old

My Pet Protection now features more choices and price flexibility with 90%, 70% and 50% reimbursement on vet bills

My Pet Protection also available with wellness:

Nationwide's wellness option reimburses up to 90% on all preventive and wellness treatments, up to \$7500

The leading pet insurance providers in the U.S.

	Exclusive plan for voluntary benefits	Age-related premium rates	Claim submission deadline	Plans for birds and exotic pets
Nationwide	Yes	No	Anytime	Yes
Trupanion	No	Yes	90 day limit	No
Embrace	No	Yes	90 day limit	No
Pets First	No	Yes	90 day limit	No
Figo	No	Yes	within 90 days of policy end	No
Healthy Paws	No	Yes	Anytime	No
Pets Best	No	Yes	180 day limit	No



More policies sold than all other pet insurers combined

Outlived over 50 competitors in 30+ years of business

Average **savings of 30%** over similar plans from other pet insurers²²

Over 80% of members refer our pet insurance to friends and family

How to use pet insurance:

1

Pay your vet

Pay for the pet's treatment at the time of service

2

Send your claim

Send the vet bill and a claim form by email or snap a picture with VitusVet

3

Get reimbursed

Reimbursements issued after meeting the policy's annual deductible



Making it easy to keep pets healthy

Submit claims from a smartphone with the **free VitusVet app**

Get **reimbursements deposited directly** to a bank account

Track claims online any time through the **Pet Account Access Page**

Email, fax and snail mail claim submissions **also available**

Additional member resources



Member care: 800-540-2016
Mon-Fri 5a-7p PT and Sat 7a-3:30p PT



Pet account access page: get forms, claim status and view claim history

The Vet Helpline connects pet parents to veterinary professionals for guidance on any pet health question or concern

Friendly, **expert advice** to help keep pets healthy

Guidance from general questions to identifying urgent care needs.



Available to **all members** at no additional cost

Included as a part of every Nationwide pet insurance policy.



Talk to a trained **veterinary professional**

All vets based in the U.S. and have years of clinical experience.



Unlimited 24/7 access to call, email or online chat

Vets are live and ready to help in real-time, at any time.



vethelpline®

Six reasons employers love pet insurance

Easy to understand

Accident, illness and preventive plans accepted by veterinarians everywhere.



Easy engagement

Dedicated representative and free marketing support to easily spread the word.



Exclusive plans

Preferred pricing and payroll deduction discounts only available to employees.



Anytime enrollment

Employee enrollment and free open enrollment kits available all year round.



Portable policies

Options to keep pets covered even if an employee leaves the company.



Zero cost

Adds tremendous value to benefit packages without adding a single cost.



Employee frequently asked questions

Can I still use my vet?

Absolutely! You can visit any licensed veterinarian in the world—even specialists and emergency providers.

Do claims increase my premium?

Nope! So get your pet the care he needs as often as he needs it—it won't affect your costs.

What if I am no longer with my company?

Your pet policy is portable and will remain active. However, the premium may change at policy renewal as preferred pricing may no longer apply.

What are pre-existing conditions?

Pre-existing conditions mean any illness or injury that a pet had before coverage on a pet insurance policy began.

Are pre-existing conditions covered?

Just like all pet insurers, we do not cover pre-existing conditions.

The good news is that not all pre-existing conditions are excluded permanently. If you have medical records from your vet showing that your pet's condition has been cured for at least six months, you may be able to get it covered.



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Pet Insurance

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