

Hospital Name
Hospital City & State
Phone: (XXX)XXX-XXXX
Email: contact@email.com

Thank you for being a loyal client of ours. We appreciate your trust in allowing us to care for %patientname% and look forward to continuing our relationship with you!

This email is to notify you that your pet's annual care plan, which provides essential preventive care services, is up for renewal soon.

As we navigate the rising costs of care, we've had to review our pricing recently. Over the last few years, we've worked really hard to absorb costs and delay a price increase for our clients, but we now need to make pricing adjustments in response to continued rising costs.

Below you will find the monthly price increase amount that goes into effect when your pet's care plan renews.

For the equivalent of a few cups of coffee per month at your favorite coffeehouse, we can continue to provide your pet with the essential care, services, and products that keep them healthy.

Canine	Feline
<ul style="list-style-type: none">• Dog Best Friend Plan increase per month: \$10• Dog Basic Dental Plan increase per month: \$15• Dog Premium Dental Plan increase per month: \$15	<ul style="list-style-type: none">• Cat Best Friend Plan increase per month: \$5• Cat Basic Dental Plan increase per month: \$10• Cat Premium Dental Plan increase per month: \$10

The discount on non-wellness plan services/medications is 10% for all plans (excludes food, other exclusions may apply).

No action is required on your part. Your care plan are set to auto-renew annually. Please use the contact information above to connect with us if you have any questions.

We're rewarding you for being a great pet parent! Upon renewal of your pet's care plan, you'll be eligible for a \$25 reward to use towards your next visit. Simply mention "Renewal reward" at your next visit and we will apply a \$25 coupon to your invoice. (Note: renewal rewards cannot be applied toward care plan payments.)

Thank you for allowing us to care for your four-legged family member and we look forward to seeing you soon!

PD Name & Hospital Name Team



Get your dog or cat a veterinary checkup at least once a year. It's the key to helping them live as long as possible. Don't assume a seemingly healthy pet can sit a year out—animals can be very good at hiding pain and disease.

Start a dialogue with your veterinarian. Use the annual exam as a chance to discuss your pet's wellbeing. Talk about their lifestyle—hunter or couch potato? How much time is spent indoors versus outdoors? Your veterinary team can recommend a

preventive care plan based on your pet's life stage—there's a big difference in how to care for a puppy or kitten versus an adult or a senior, for instance.

Bring up any behavior issues. Some people save questions about behavior for trainers (or, unfortunately, “Dr. Google”), but your veterinary team can help determine if there is an underlying medical cause or offer solutions you might not have considered for common issues like inappropriate urination or separation anxiety.

Test annually for dangerous diseases. Every dog and cat should have an annual test for heartworm, tick-borne bacterial diseases, and internal parasites (the dreaded worms!), and cats should be tested at least once for feline immunodeficiency virus and feline leukemia virus, which can shorten their lifespans and be transmitted to other cats. Parasite infections can cause vomiting and diarrhea and be transmitted to humans.

Watch their weight. Pet obesity is reaching epidemic proportions—an estimated one out of every two pets is overweight or obese. Being a fat cat or plump pup can have disastrous health effects, such as increasing the risk of diabetes, heart and respiratory disease, cancer, and arthritis. Ask your veterinary team for your pet's target weight.

Battle the bloodsuckers. Every dog and cat should receive year-round parasite control to prevent against heartworms, intestinal parasites, fleas, and when appropriate, ticks. Even if your pet spends most of his time indoors, he can still pick up diseases from these sneaky pests that can fly, crawl, or hitchhike on you to get inside your house. These bugs spread serious (even fatal, in the case of heartworms) diseases.

Tailor vaccination protocols to your pet. While some vaccines, like rabies, are required by law because of the risk to humans, others may be necessary for your pet's lifestyle. Your veterinarian will know what's best for your pet.

Keep those whites pearly. By the time they turn three years old, 70%–80% of dogs and cats have signs of dental disease. Left untreated, dental problems can cause pain, infection, and inflammation, and take years off your pet's life. So, smile when your veterinary team checks your dog or cat's teeth and gums—it's a vital part of their care.