

Wellness Plans/Care Companion Plans

Team FAQs



What is a wellness plan?

Wellness plans are 12-month packages of high-quality veterinary services aimed at disease prevention and keeping pets healthy. Wellness plans work like membership clubs. Clients pay a set monthly fee for a predetermined menu of goods and services discounted in the wellness plan package at 20% off retail costs. Plus, clients receive 10% off any additional items not included in a wellness plan (excludes RX diets and outside specialty services).

What is the difference between a wellness plan and pet insurance?

Insurance is typically reactive and primarily focused on treating injury or illness. Wellness plans are preventive care services focused on keeping pets healthy like physical exams, vaccinations and screenings. Wellness plans include savings on both the plan package and services outside the wellness plan. There are also no age or breed restrictions, almost all pets are eligible to enroll, and there is no preauthorization needed.

How do we talk to clients about wellness plans?

Wellness plans take the guess work out of annual preventive care, help reduce unexpected charges, and save clients 20% off retail costs of services included in the plans. Since wellness plans cover routine preventive care and diagnostic testing recommended by AAHA, they make sense for pets and clients. Teams can refer to the document titled "How to Introduce Wellness Plans" in the company knowledge base for detailed information on how to discuss the importance of wellness plans for pets of any age.

What is DVM production on a wellness plan and how does it work?

Doctor production is 80% of the retail cost for items included in the plan, excluding non-annual exams, tech exams and booster (4 week) vaccines on adult plans. Production is designated at the time of the services delivered when the doctor is selected in Pulse as the provider for that day and the patient is checked out.

Why is automatic renewal important?

New enrollments are set to auto-renew for the anniversary date next year. While this can be updated easily, discuss the importance of auto-renewal on a wellness plan with clients. Renewals ensure consistent, uninterrupted preventive care by promoting regular checkups and early detection of health issues. Plus, automatic renewals ensure a stable revenue stream for the practice by minimizing gaps in pet coverage.

How do I retain a client who wants to cancel their pet's plan?

Focus on plan benefits and address concerns while emphasizing both the importance of preventive care and the value it brings to the pet's health. Consider providing an estimate for annual preventive care to show the out-of-pocket cost without a wellness plan. If a client is concerned about price, offer to downgrade the plan at renewal, or the option of a plan without preventives. Additional incentives may be helpful to retain pets on plans.