

# Care Companion Plan

## Talking Points



### What is included in the Care Companion Plan

- Unlimited physical examinations
- Essential vaccinations
- Fecal parasite screenings
- Heartworm or FeLV testing
- Spay or neuter for puppies and kittens under one year
- Annual bloodwork and urinalysis for adult pets
- Yearly dental cleaning for adult pets (available with dental plan selection)
- Deworming treatments
- 10% discount on items not included in the plans (excludes prescription diets and specialty/outside surgeries)

### Key Points for Care Companion Plan

- Provide comprehensive annual preventive care for pets of all ages
- Plans can be customized to include spay/neuter services or annual dental cleanings based on the pet's specific needs
- Offer a 20% discount off retail prices
- Unlimited office visits promote timely appointments at the first signs of illness or injury
- Saves money on office examination fees
- Assist clients in budgeting for their pet's yearly care
- Care Companion Plans facilitate early detection of parasites, diseases, and arthritis
- Decreases the likelihood of expensive treatments in the future by catching issues early on

### How to Introduce Wellness Plans

- Explain the benefits clearly
  - Emphasize how preventive care can prevent serious health issues and save money some of the many benefits of enrolling a pet on a plan are:
    - Unlimited visits even if the pet is unwell – this allows the client to bring the pet in to see a doctor anytime they have concerns
    - Items bundled in the plans are 20% off retail costs
    - 10% discount on the majority of items not included in the pet's wellness plan
    - Plans include annual preventive care; vaccines, deworming, specific lab work, spay/neuter or dental if needed
- Answer questions thoroughly
  - Address any concerns that pet owner may have about Care Companion Plans

- **Be transparent about costs**

- Discuss the different plan options and their associated fees (monthly fee plus one-time enrollment fee).

*"We offer Care Companion Plan packages to help budget for your pet's annual care, including vaccinations, exams, and diagnostic testing. Plans have a one-time \$75 enrollment fee and range from \$\$-\$\$\$ per month, depending on your pet's needs."*

OR

*"Our Care Companion plans cover pets of all ages, offering a 20% discount on retail prices and unlimited office visits, saving you money. Plans include annual preventive care like vaccines, HWT, and fecals. There's a one-time \$75 enrollment fee, and prices range from \$-\$\$ a month."*

- **Ask probing questions to determine which plan(s) meet the needs of the pet, and offer customized recommendations based on:**

- Pet's age and breed
- Lifestyle of the pet
  - Indoor/outdoor can influence the type of vaccines and parasites prevention we recommend
  - Active pets are more prone to accidents and injuries

*"Care Companion Plans help monitor your pet's overall health with regular checkups and treatments, helping detect issues early. Plans include annual vaccinations and diagnostic testing and unlimited exams. How old is your pet, and does he/she spend most of the time indoors or outdoors?"*

## Listen for Opportunity

- **Care Companion Plans should be mentioned during all inbound phone calls, a simple question can be helpful in getting the conversation started.**

*"Are you familiar with wellness plans? We offer Care Companion Plans that include annual preventive care, diagnostic testing, and unlimited office visits, all at 20% off retail prices. Plus, you'll get a 10% discount on most items not included in the plan. Let me know if you'd like more details."*

- **Adding a new pet as a family member is a very exciting time, explain how pets of any age can benefit from a wellness plan.**

*"Congratulations on your new addition! We can't wait to meet your pet. Before your appointment, I wanted to mention our care packages, which help reduce unexpected costs and budget for annual preventive care. I'd be happy to share more details if you have time."*

- **Existing pets who have never been on a plan still have some savings and a budgeted care options, thank the client for their commitment**

*"We've noticed Max isn't enrolled in one of our Care Companion Plans, and as a long-time client, I'd love to go over the benefits with you. Our clients save hundreds a year with a plan, covering annual preventive care and saving you money on office visits."*

- **When a client calls to price shop, plans can help reduce the unexpected cost of exams, annual vaccinations, and routine testing.**

*"Our regular exam fee is \$79. We also offer Care Companion Plans, which include unlimited visits throughout the year and are discounted 20% off our regular pricing helping you budget for preventive care and unexpected expenses."*

OR

*"The spay surgery package includes the spay, pre-anesthetic bloodwork, recovery care, and pain medication. The regular cost is \$\$\$, but our CCP packages bundle the spay with annual preventive care at over 20% off retail prices. I'll send more details with your appointment confirmation."*

- **For pets who require continued care, the savings from a wellness plan are substantial. Care Companion Plans include unlimited visits AND 10% discount off medications and services outside of the plan package.**

*"For senior pets like Max, we recommend our preventive wellness packages to help budget for his care. With a Care Companion Plan, he gets unlimited visits with our doctor and technicians, plus annual treatments like vaccines and deworming. You'll also receive a 10% discount on services not included in the plan, like additional blood work or labs."*

## **Client Misconception About Wellness Plans:**

- Wellness plans are the same as insurance
  - Care Companion Plans focus on routine preventive care like exams and vaccinations, with perks like unlimited visits and discounts. They're not insurance and don't cover illnesses or injuries—pet insurance is recommended for those situations. Together, they offer comprehensive care for your pet.
- Wellness plans can be used at any veterinary clinic
  - Wellness plans can only be used at one location or a sister WellHaven hospital. They do not cover services at other clinics, including emergency hospitals.
- Wellness plans can be stopped at any time
  - CCPs are 12-month payment plans for a specific package of services, not insurance. Most services are typically provided during the pet's first annual visit. If a client cancels early, they must pay for any services already used.