

MAKING PET CARE PERSONAL

A GUIDE TO IMPROVING PREVENTIVE CARE FOR PETS

THE CHALLENGE

UNDERSTANDING WHY VETERINARY VISITS ARE DECREASING

The pet population is growing, and pet owners continue to invest in their pets' overall well-being. Yet, industry data shows that pets are spending less time at the veterinarian than they used to, and preventive care appears to be a low priority for pet owners.

PREVENTABLE DISEASES CONTINUE TO INCREASE IN DOGS & CATS

To tackle this challenge, we needed to find out what we're missing. What is the disconnect between how veterinarians position preventive care to pet owners and what pet owners truly believe?

We reviewed more than **2 million** online conversations posted to blogs, forums and other social communities for more than a year to learn what pet owners say to each other, and where veterinarians may be able to help.



In 2011, a survey found that dog owners were comfortable waiting **11.4 months** between visits to the veterinarian.

In 2014, a follow-up survey found dog owners were comfortable with **16.9 months** between visits, on average.¹

THE DISCONNECT

EXPANDING THE DEFINITION OF "PREVENTIVE CARE"

WHAT DOES PREVENTIVE CARE MEAN?

VETERINARIANS SAY: PREVENTIVE CARE INCLUDES VACCINES, SPAY/NEUTER & PARASITE CONTROL.

PET OWNERS SAY: WHAT ABOUT MY PET'S DIET, EXERCISE, CARE, PLAY & EMOTIONAL WELL-BEING?

WHO DO PET OWNERS BELIEVE TO BE RESPONSIBLE FOR PREVENTIVE CARE?

- Veterinarian
- Pet Owner

FOR MANY PET OWNERS, INTERACTIONS WITH THEIR VETERINARIAN ARE NOT MEETING THEIR EXPECTATIONS AND ARE SEEN AS TRANSACTIONAL... They're tied to specific services, like vaccines or parasite control. So when pet owners consider the overall wellness of their pets, they turn to:



MOST COMMON REASONS PETS VISIT THE VETERINARIAN:

1. Specific Diseases
2. Symptoms
3. Behaviors
4. Sickness
5. Fleas & Ticks*
6. Check-ups*
7. Heartworm Medication*

*Preventive Care

BRIDGING THE GAP

HELPING PET OWNERS UNDERSTAND PET WELLNESS

BASED ON OUR ONLINE RESEARCH, PET OWNERS MOST COMMONLY LOOK FOR MORE INFORMATION ON:

- BEHAVIOR
- HEALTH CONCERNS
- BREEDS & GENETICS
- FOOD, NUTRITION & DIET

VETERINARIANS HAVE AN OPPORTUNITY TO LISTEN.

We want a seat at the table—preferably at the head of the table—with other trusted sources like breeders, trainers and groomers so we can partner with them to ensure that pets are getting the care they need.

IN THEIR OWN WORDS:

"AS A PET OWNER, I WANT A VETERINARIAN WHO . . ."



BUILDING TRUST

WHAT VETERINARIANS CAN DO TODAY

VETERINARIANS HAVE SIGNIFICANT OPPORTUNITIES TO BRIDGE THE COMMUNICATIONS GAP, to build a stronger relationship with the pet owner and promote the need for preventive care at every stage of a pet's life.

<p>SERVICE: Highlight the knowledge and expertise of veterinarians — beyond vaccines and parasite control.</p>	<p>LONG-TERM PLANNING: Incorporate discussions about pets' life stages, breed specific needs and personalized care early on.</p>
<p>UNDERSTANDING: Discuss with owners their pets' health, social skills, behavior and expectations for their pets' future.</p>	<p>RELATIONSHIPS: Focus communications on relationships between pets, owners and veterinarians; emphasize the pure joy of pet parenting, not just medical care.</p>

THE EMOTIONAL NEEDS OF THE PET OWNER BY PET'S LIFE STAGE



ABOUT BANFIELD

Founded in 1955, Banfield Pet Hospital is the largest veterinary practice in the world, with a focus on preventive pet healthcare. Today, Banfield operates **more than 900 hospitals** in **43 states** as well as four hospitals in Puerto Rico and a teaching hospital in Mexico. In 2014, Banfield provided care to **more than 2.7 million** unique dogs and cats totaling **more than 8 million** pet visits.

Sources: ¹Partners for Healthy Pets. Reversing the Decline in Veterinary Care Utilization: Progress Made, Challenges Remain. 2014.

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