



About Us

- Founded in 2005 by Jack Stephens, DVM, pioneer of pet insurance in the United States.
- Fifth largest North American pet insurance brand; stable and profitable
- Underwritten by Independence American Insurance Company, an A- rated carrier with AM Best
- Over 80% of policyholders report being satisfied/extremely satisfied and likely to recommend to a friend/family member; high ratings on petinsuracereview.com
- Privately held; 49 employees



Jack issues first US pet insurance policy to Lassie in 1982.



Why Pet Owners Need Insurance



- Savings accounts do not provide enough time to offset major medical expenses.
- Vet costs have skyrocketed in the past 10 years
- There are 171 million dogs and cats in the U.S. and less than 1% are insured
- “Sticker shock.” 50% of pet owners would visit vet more often if visit was less expensive**
- Implications: clients may postpone care, seek cheaper alternatives, relinquish pet, euthanasia

* AAHA Veterinary Free Reference, 5th and 6th Editions, 2007 and 2009

** 2011 Bayer HealthCare Veterinary Care Usage Study



Pets Best Insurance Customer Profile

Survey Data from PBI Policyholder Base- 2013



Adult Families

60% are married without children living in the home.



Female

78% of our base is female.

Mature

Almost 67% of our base is aged 45 or older.

55 or older	44%
45-54	23%
35-44	18%
25-34	14%
18-24	2%



Financially Secure

More than 50% has combined annual income of \$80K+.

Educated

Most PBI Customers are college educated.

College Degree	50%
Some College	30%
High School	8%

Pet Parents

82% prefer "Pet Parent" over "Pet Owner"



Pets Best Advantages



- Straightforward reimbursement calculated from the actual veterinary bill – no benefit schedules
- 48 hours claims turn-around
 - 24/7 claim pre-approval
 - Free direct deposit claims reimbursement
- More plans, co-insurance, and deductible options
- Broad coverage for hereditary and genetic conditions
- High customer satisfaction rates on petinsurancereview.com



Companies we work with



Gallagher Benefit Services, Inc.



CARDIONET



BestBenefit Plans: What's covered?

Benefits for a wide range of care for illnesses & accidents

Exam fees

Prescriptions medications included in formulary

Emergency visits

Diagnostics, MRI, CAT scans

Pre-anesthesia tests

Surgeries

Hospitalization

Cancer treatment

Specialist care

Ongoing chronic conditions

Hereditary conditions

Breed dispositions (e.g., IVDD, cherry eye, Wobbler syndrome)

Dental treatment/extractions for fractured teeth, stomatitis, pulpitis and resorptive lesions

Outpatient care

Behavioral conditions

Pregnancy in most breeds

Consistent coverage regardless of spay or neuter status

Cruciate injuries after the first 12 months of coverage, even if pet has a pre-existing injury on opposite leg

Accidents that occur while hunting or in service

Acupuncture

Chiropractic care

Physical therapy

Hydrotherapy

Laser therapy

Coverage while travelling internationally

Prosthetic devices & wheel chairs

Older pets

Euthanasia and cremation costs

... and so much more!



BestBenefit Plans – customizable

- Reimbursement options: 70%, 80%, 90%, 100%
- Annual Deductible options: \$0, \$50, \$100, \$200, \$500, \$1,000

	Level 1	Level 2	Level 3
Annual Coverage	\$5,000	\$10,000	\$20,000
Lifetime Coverage	\$100,000	\$150,000	\$200,000
<i>Flexible plan options and pricing starting from less than \$1/day</i>			
Approx Monthly Price - Dogs*	\$10 - \$30	\$20 - \$45	\$25 - \$55
Approx Monthly Price - Cats*	\$7 - \$25	\$15 - \$40	\$20 - \$50

* Example rates based on 4-year old mixed breed dog/cat. Rates will vary based on location, breed, age and inflation. Actual rates may be higher or lower.



Optional BestWellness™ plan for Routine care

- Can be added to any BestBenefit plan for \$22/month (\$264 per year)
- Annual benefits exceed annual premiums.

	Annual Benefits	Potential Savings
Dog	\$480	\$218
Cat	\$545	\$283

- No deductible or co-pay
- Coverage for wellness exams, vaccines, spay/neuter, dental cleaning, routine diagnostics



Fast Claims & Payment Processing

- Most claims processed in less than 48 hours
- Free direct deposit of claims reimbursement
- Electronic claims processing and submission – automatic notifications
- 24/7 claim pre-approval (optional)
- Direct veterinary reimbursement option – free direct deposit also available to vets
 - Reduce credit card transaction fees



Summary

- **Better patient care:** Pet insurance can help make quality veterinary care more affordable and increase client visits and spending
- **Customer service:** The Pets Best customer care team ensures your clients get unsurpassed service
- **No benefit schedules:** Straightforward 100%, 90%, 80% or 70% reimbursement after the annual deductible is met
- **Affordable:** Customizable plans start at less than \$1/day; pre-existing conditions and claims history don't affect insurance rates
- **Coverage for older pets:** No upper age limits
- **Fast claims process:** Most claims processed within 2-days; direct deposit reimbursement; minimal veterinary involvement





Thanks for taking the time to learn more about Pets Best Insurance.

Questions?

Call us: 208-947-3896

Business Development: Matt Hands/ mhands@petsbest.com/ X311

Pets Best Insurance is proud to offer a 5% discount
over the life of the policy to Idaho State Bar members.

Visit www.petsbest.com/ISBA to take advantage of this great offer!

This material provides a brief plan description. Coverage may vary depending on your plan selection and your state of residence. Information is accurate as of the production date; however is subject to change. For complete details about the policy terms, conditions and exclusions, please review generic policy form number IAIC-PET-POL 1211 or the applicable form for your state of residence.

Insurance plans offered and administered by Pets Best are underwritten by Independence American Insurance Company, a Delaware Insurance company. Independence American Insurance Company is a member of The IHC Group, an insurance organization composed of Independence Holding Company (NYSE:IHC) and its operating subsidiaries. The IHC Group has been providing life, health and stop loss insurance solutions for nearly 30 years. For information on The IHC Group, visit, www.ihcgroup.com.

