

NEW COMMERCIAL STRATEGIES IN THE VETERINARY SECTOR

PREVENTIVE PLANS OR PET HEALTH INSURANCE?

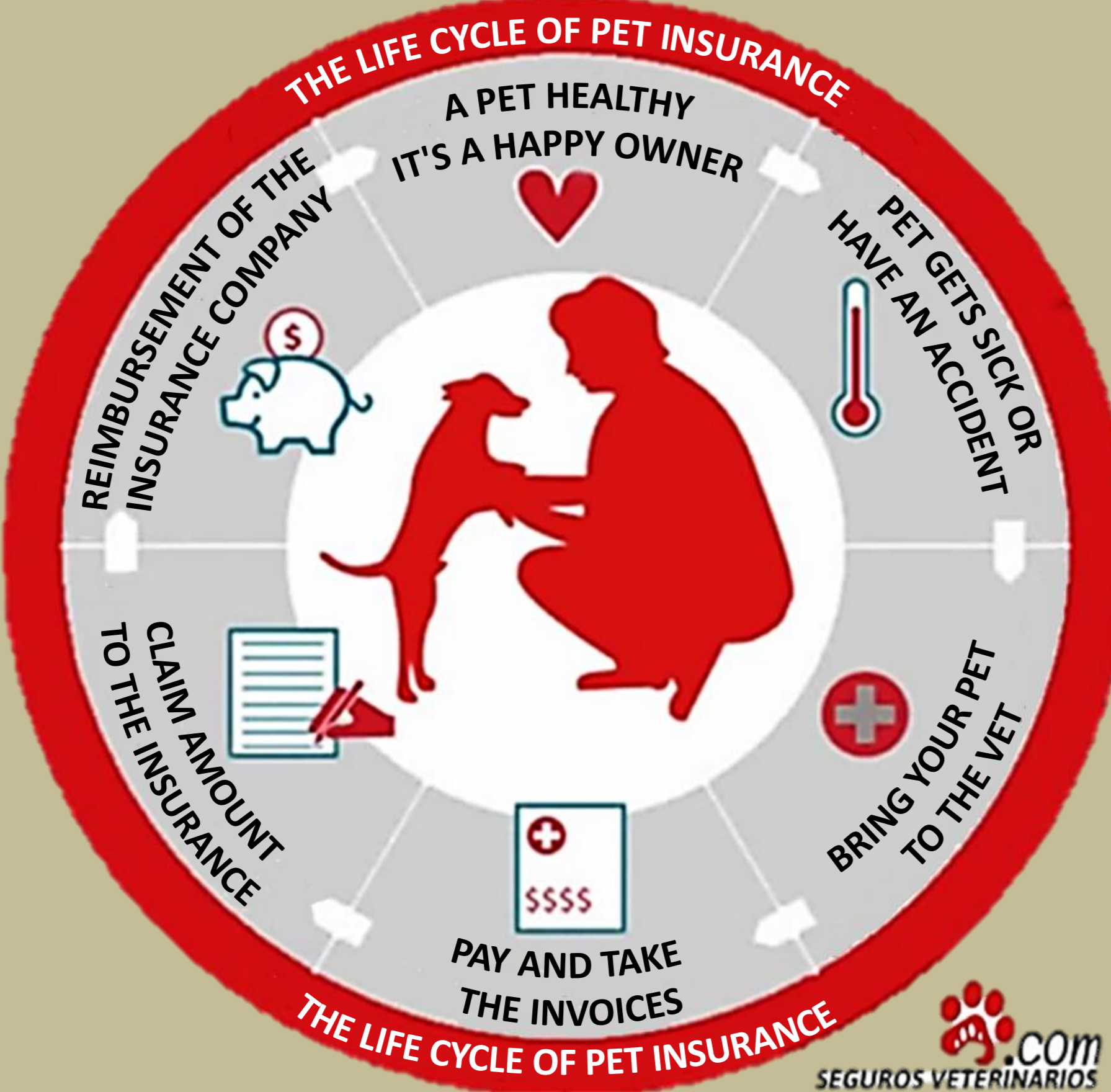
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INTRODUCTION

When we talk about veterinary insurance, for many of us seem to be something new, and although it took a very long time to be established in Spain, appeared some time ago.

The objective of this work is to learn about the situation of our country with respect to these 2 strategies, the advantages, the perspective of the future and specially all learn about the general perception and the degree of acceptance by the proprietary and clients of veterinary clinics .

Insurance reimbursement ≠ Mutual

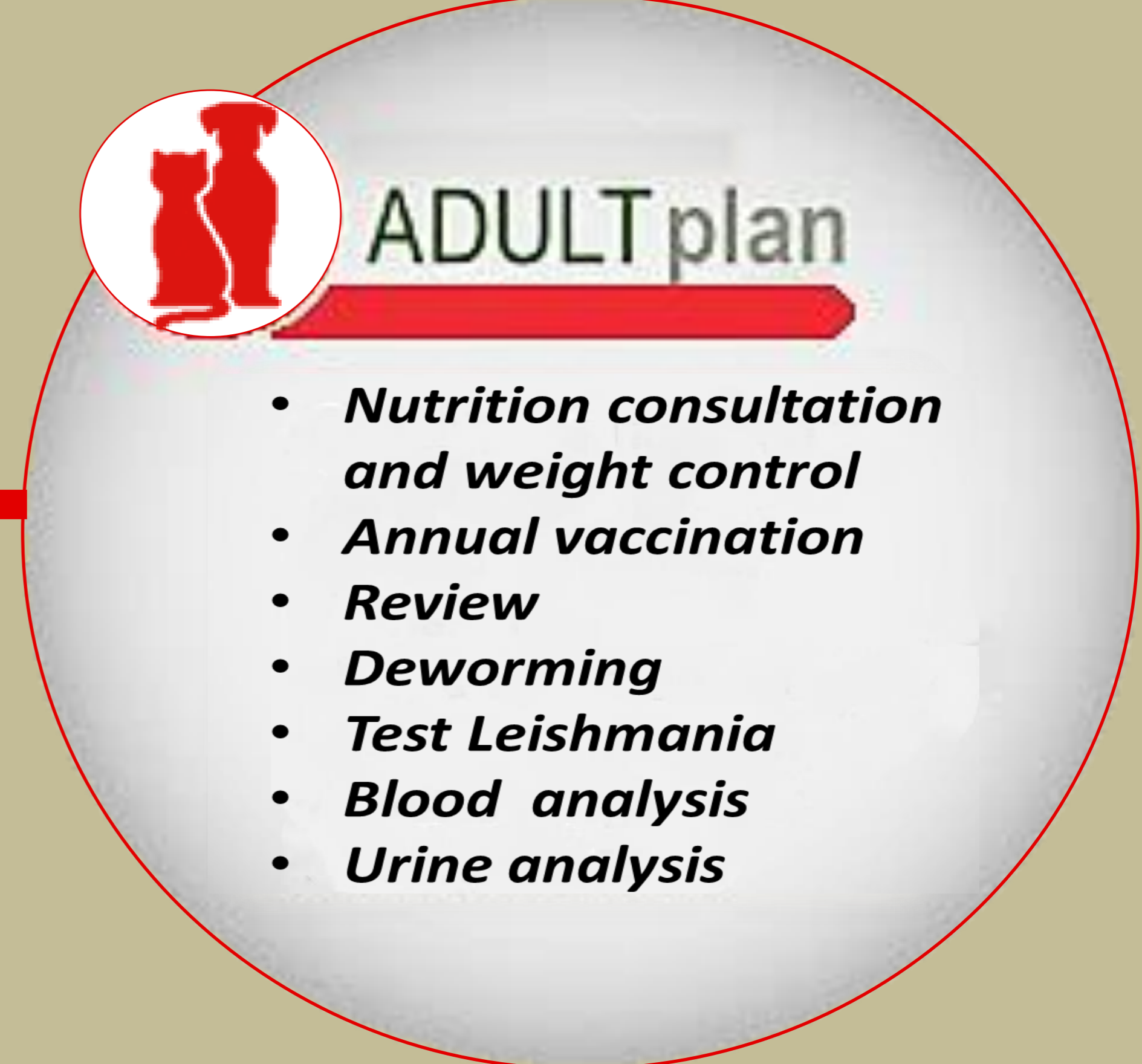


13 million pets

43% of household

1.750€/year → 25% veterinary services
≈ 1% insured

Preventive Plans



Most recent

Good acceptance pet owners

Results of the interviews of 3 professionals and surveys: 165* pet owners and 12 veterinary **



Insensitivity of society

Why so few pets are insured in Spain?



Unknowning

Good prospects → Pet = family member
ensure her health, but anticipate costs

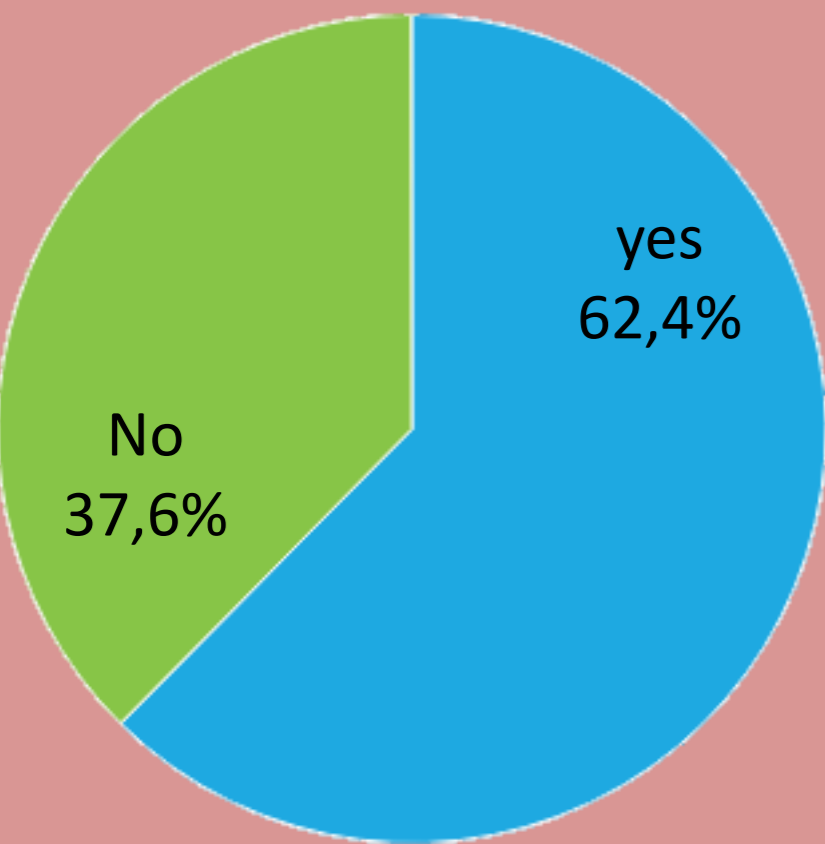
Advantages

Go more to consultation → better health

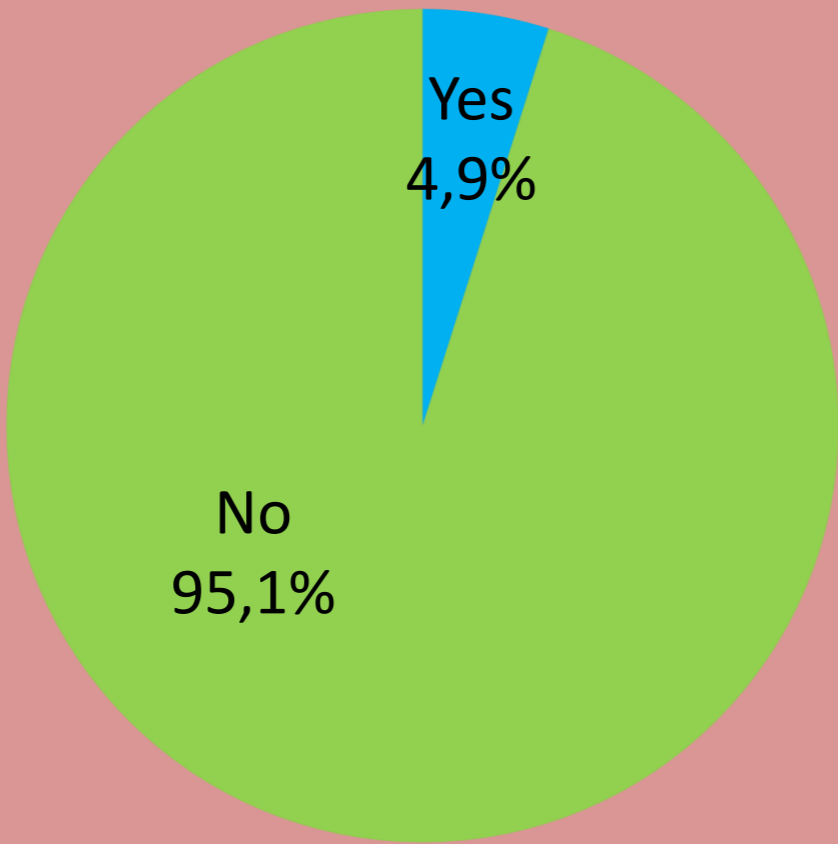
Accept tests and treatments
Addressing to invoices

Assured revenue and loyalty
Economic prices and/or discounts

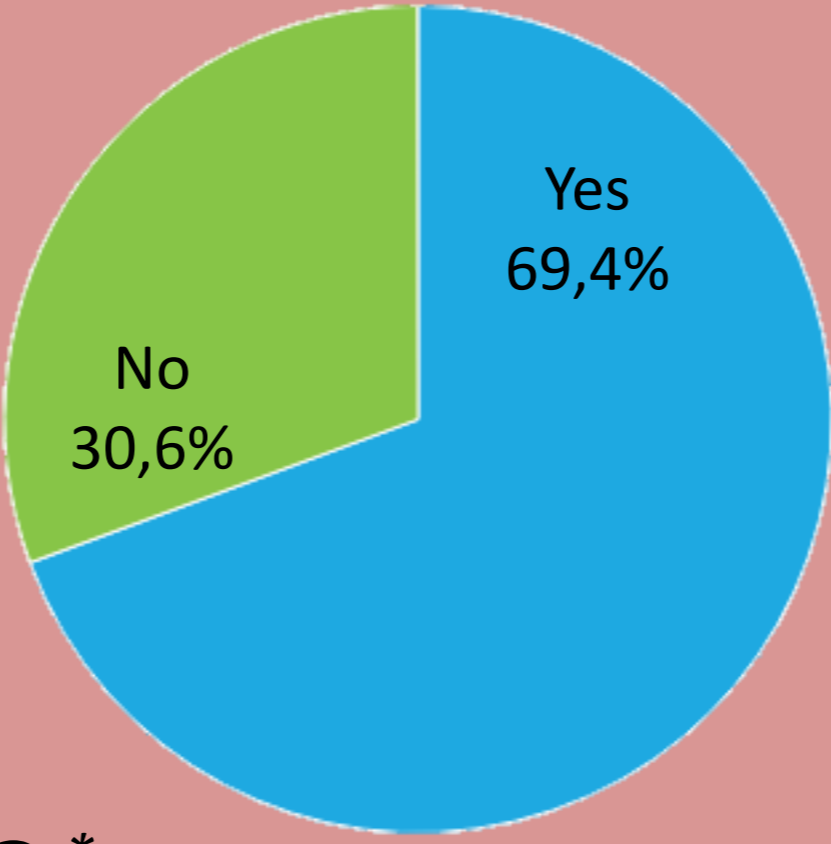
Do you know the preventive plans and health insurance for pets? *



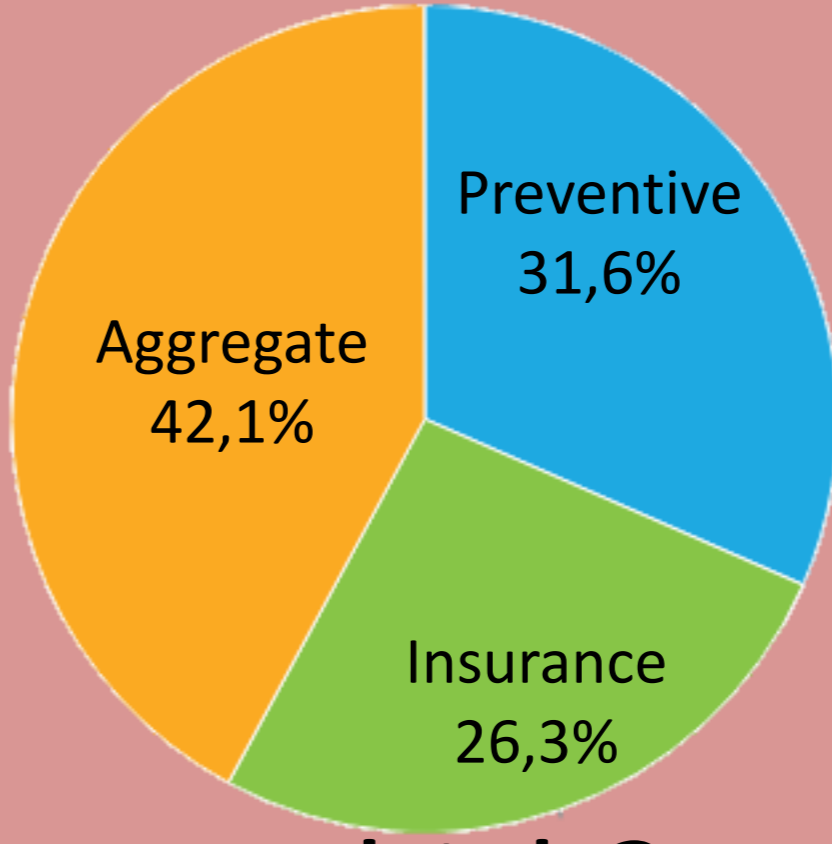
Have you contracted any? *



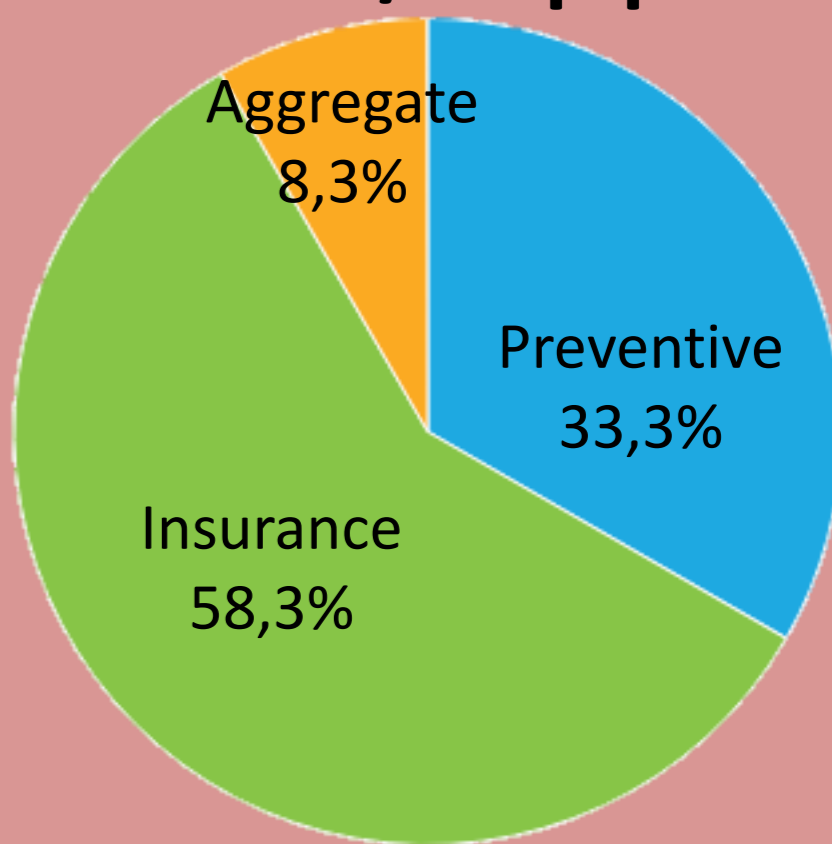
Would you be willing to hire? *



What do you think will have better acceptance / application? **



Which? *



CONCLUSION

The 2 strategies proposed are good options for ensuring their health and anticipate costs. But the perception of these differs between pet owners and veterinarians. Yet there are good growth prospects.

The economic crisis that has Spain may have modified the evolution and acceptance of these products, so you have to be outstanding of it in the coming years.