

Let's talk effective client communication

Work on Better Communication Together

Scan to learn how to communicate to your clients how the CareCredit health and pet care credit card and Pets Best Pet Health Insurance work together to help them be prepared for a lifetime of pet care.



TIP 1

Be transparent

Pet owners appreciate when veterinarians clearly communicate what care their pet needs as well as what the cost will be. What they don't want is to be surprised by the final bill when it's time to pay.

So, take the time to walk clients through the treatment plan you recommend and its associated costs. That way you move forward with the pet's care, knowing you are both on the same page.

“ Try Saying ————— ”

Let's take a moment and go through each step of your pet's personalized care plan, which we believe has the best chance of keeping your pet healthy and thriving.

This showcases your thoughtful approach to their pet's care, and leaves the door open for further conversations about cost.



TIP 3

Share friendly ways to pay

At the end of the day, it's important for pet parents to know they have options to help them get the pet care they need, when they need it.

“ Try Saying ————— ”

From flexible financing options like the CareCredit health and pet care credit card, to reimbursement for eligible pet care expenses through Pets Best Pet Health Insurance, there are options that can help.

Proactively bringing up financing options can help pet owners be better prepared for future expenses. They can feel at ease knowing there are different financing options available that offer flexibility when it comes to paying for care.



TIP 2

Be partners in the pet care journey

Show clients, through your words and actions, that you are a partner in their pet's health. Let them know you care about their opinions and have empathy for their unique situations. If they bring up an issue with cost, approach the discussion as a team and try to find a treatment solution that works for everyone.

“ Try Saying ————— ”

While I believe this approach will be effective, not every treatment plan is right for every pet. It's important for us to be partners in your pet's health, so let's discuss other options and their costs. That way we can make an informed decision that works for both you and your pet.

Emphasizing that you and your client are partners shows you support them in whatever choice they make. It also lets them know they're not alone in making decisions about their pet's health.



When you offer flexible financing, clients hear “I care about you and your pet.”

Engage with pet owners about veterinary costs to show them that you care about their pet's healthcare needs as well as their financial needs. Listening to their concerns is just as important as speaking to solutions. Foster **better communication** by being attentive to their unique situations to help instill trust in you, as their veterinarian, on their journey to lifelong pet care.

Two payment solutions you can feel confident talking to pet owners about are the CareCredit health and pet care credit card and Pets Best Pet Health Insurance. They can be used in tandem to help your clients manage the cost of veterinary care and help make sure nothing gets lost in translation. Visit vetbettertogether.com to learn more.