vetstoria

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EMAIL TEMPLATE

Suggested subject line: Protecting your pet with Pet Insurance 🐱❤️‍🩹

Hi [Name],

Did you know that every year, one in three pets has a veterinary emergency?

While we always hope for the best for our pets, unexpected accidents or illnesses can happen at any time, and without proper financial protection, the cost of treatment can add up quickly!

Consider this: the average cost of an out-of-hours consult is £200 (and that’s before treatment or diagnostics). If your dog or cat swallows something they shouldn't and requires a foreign body removal, the cost can skyrocket to £3,120. And, if your pet develops diabetes, you can expect to pay £120 a month for medicine for the rest of their life.

The cost of veterinary care can be a burden for many pet owners, especially when unexpected events occur - and I know you want to provide the best care for your pet. This is where pet insurance, or an emergency savings account, comes in. It gives you financial peace of mind and ensures that you'll be able to take care of your pet's medical expenses without straining your finances.

By getting pet insurance before you need it, you can rest assured that you'll be prepared for any unexpected medical emergencies that may arise. Afterall, the last thing you want to be thinking about during your pet’s emergency is money.

It's important to note that insurance policies don't cover pre-existing conditions, which are illnesses or injuries that were diagnosed before you got the insurance policy. That's why it's helpful to ensure your pet while they are young and healthy where possible. Additionally, routine appointments, such as vaccinations, parasite prevention, and dentals, are typically not covered by insurance policies. You may wish to consider getting a Care Plan to help you with these expenses. *[Include this if you are able to provide them with this service]*.

When choosing an insurance policy, it's essential to read the terms and conditions carefully to ensure that you have the coverage you need. Different policies may have different exclusions, so it's crucial to understand what is and isn't covered.

In conclusion, pet insurance is a wise investment for pet owners who want to protect their furry friends while avoiding unexpected and potentially expensive medical bills. Don't wait until it's too late - get pet insurance today.

Thank you for your attention to this matter, and please don't hesitate to contact us if you have any questions or concerns.

Sincerely,

Your friends at [Vet clinic name].

Book an appointment online
Call in an emergency: +44 1234 123 123

Based on data from
https://www.pawlicy.com/blog/is-pet-insurance-worth-it/
https://manypets.com/uk/articles/out-of-hours-emergency-vet-bills-pet-insurance/
https://vethelpdirect.com/vetblog/2022/01/25/how-much-does-it-cost-to-treat-diabetes-in-a-cat/
https://www.tescobank.com/pet-insurance/guides/average-treatment-costs/