

WHAT IS PET INSURANCE?

Keeping your pet healthy and happy is one of the tenets of responsible pet ownership.

Pet insurance is coverage designed to provide pet owners with financial protection to be used towards professional veterinary care, some related medical costs and benefits that help you deal with unexpected costs (and sometimes the preventive costs, too) of care. In North America, the product is sometimes referred to as pet health insurance.

Regardless of your income or financial situation, if you're like most pet owners, you don't have hundreds or even thousands of dollars set aside to provide veterinary medical care for your pet in the event of illness or an emergency. Even if you do, those funds are often earmarked for other expenses, such as a child's college fund, home improvements, vacations, vehicle purchases and repairs and all the myriad other costs of living that we face daily.

Limitless Care

Today, like with human healthcare, the veterinary medical profession continues to advance and can treat virtually any condition or injury that a pet may incur throughout their lifetime – provided they receive the required treatment early or quickly enough, and as long as the pet owner has the financial means to cover the real cost of care.

Pet health insurance is a useful financial tool that:

- Helps protect your finances against unexpected medical costs
- May make it easier for veterinarians to provide your pet with optimal care
- May help pet owners from having to make a financial decision to end a pet's life due to their inability to pay for the needed treatments (sometimes referred to as 'economic euthanasia' by the veterinary profession)
- Gives pet owner an opportunity to seek medical treatment as soon as possible
- Provides a plan for the costs of routine and even preventive care, if you have Wellness Care coverage
- Assists pet owners in helping their pets to live a healthier and sometimes longer life.

What else does pet health insurance cover?

Pets Plus Us is unique because we offer [Blue Ribbon Benefits](#), which gives pet owners access to a whole suite of products and services that provide extra value and that are designed specifically to help and support pet owner happiness.

WHAT TO KEEP IN MIND WHEN CHOOSING COVERAGE

Your Pet's Breed

There are common medical conditions (diseases or syndromes) associated with types and breeds of dogs and cats. Some breeds are also prone to developing more conditions than others. If possible, before choosing the breed of pet that's right for you, it's good to look into the characteristics of a particular breed and its risk of developing certain diseases or medical problems.

Even if you didn't know specifics about your pet's breed before you brought them home, there's still time to do some research before purchasing pet insurance. Knowing your pet's breed better can help you determine the level of coverage and benefits you might need to treat your pet in the event of illness or an emergency. We encourage you to talk to your veterinarian about what it might cost to treat any medical conditions, which will give you some insight into the financial risks and the support you'll require.

UNDERSTANDING COVERAGE

Coverage you will use

Pet insurance is designed to be used. With other kinds of insurance, years may pass without you ever having to make a claim. Unfortunately, experience has shown that it is likely that your pet will become ill or injured and need medical care, and as they age these risks increase. That's why we created Pets Plus Us pet insurance coverage.

The earlier the better

Research has shown that up to 90% of veterinary expenses can happen in the last 10% of your pet's life. Like with human insurance, the older your pet is, the more likely it is that they may have pre-existing conditions that will be excluded from coverage. Insuring your pet early helps you get the best coverage possible. Pets Plus Us does not base premiums on age. Your pet's current health and medical history are what we take into account.

The cost of coverage

The cost of coverage for all pets is decided the same way. Factors we consider are the species, breed and where you live in Canada via your postal code. These three factors help us underwrite (calculate the cost and risks) the cost of insurance coverage for your cat or dog.

With Pets Plus Us insurance coverage, we'll only raise the cost of your premiums due to veterinary inflation and only on your anniversary date, if at all. We don't raise premiums based on claims or the pet's age. We also guarantee that we will insure your pet regardless of the amount of claims you make, as long as your premiums are up-to-date. We call this the Pets Plus Us 4Life Guarantee.

Get your money's worth

As with many things in life, with pet insurance, you get what you pay for. Paying a higher premium affords you a higher level of coverage (and higher payouts or 'benefits'). Pets Plus Us' Accident & Illness plans, for example, include many therapies you might not have considered such as alternative or behavioural therapies. You can learn more about the coverage, [here](#).

Knowing what to expect

Pets Plus Us believes in being clear and upfront in communicating to pet owners about what their pet insurance includes and what is not included in their coverage. We underwrite your policy up-front, at time of application, instead of at time of claim. That means you will know from the start any exclusions that may apply to your pet and it removes uncertainty when making decisions about your medical treatment for your pet. We post our policies online in advance for you to read and compare. We also write them in plain language, include examples, and print them in normal-sized type in the form of a handy User Guide – so you know exactly what you're getting and what to expect.

Your share

With all kinds of insurance, you share in the risk of the coverage you purchase. This is sometimes referred to as 'co-insurance', or your 'co-pay' amount. At Pets Plus Us we call this 'Your Share', and it's the percentage amount each pet owner pays towards the cost of their insurance claim. You will also have a 'deductible' amount that you must pay annually, but this only applies if you need to make a claim. Finally, your monthly premium (or coverage amount) is also part of this share.

Our philosophy is that for pet insurance to work, and for us to be able to continue to offer excellent coverage, the pet owner must share some part of the financial risk.