

# Exotic Pet Health Insurance: A good option to consider

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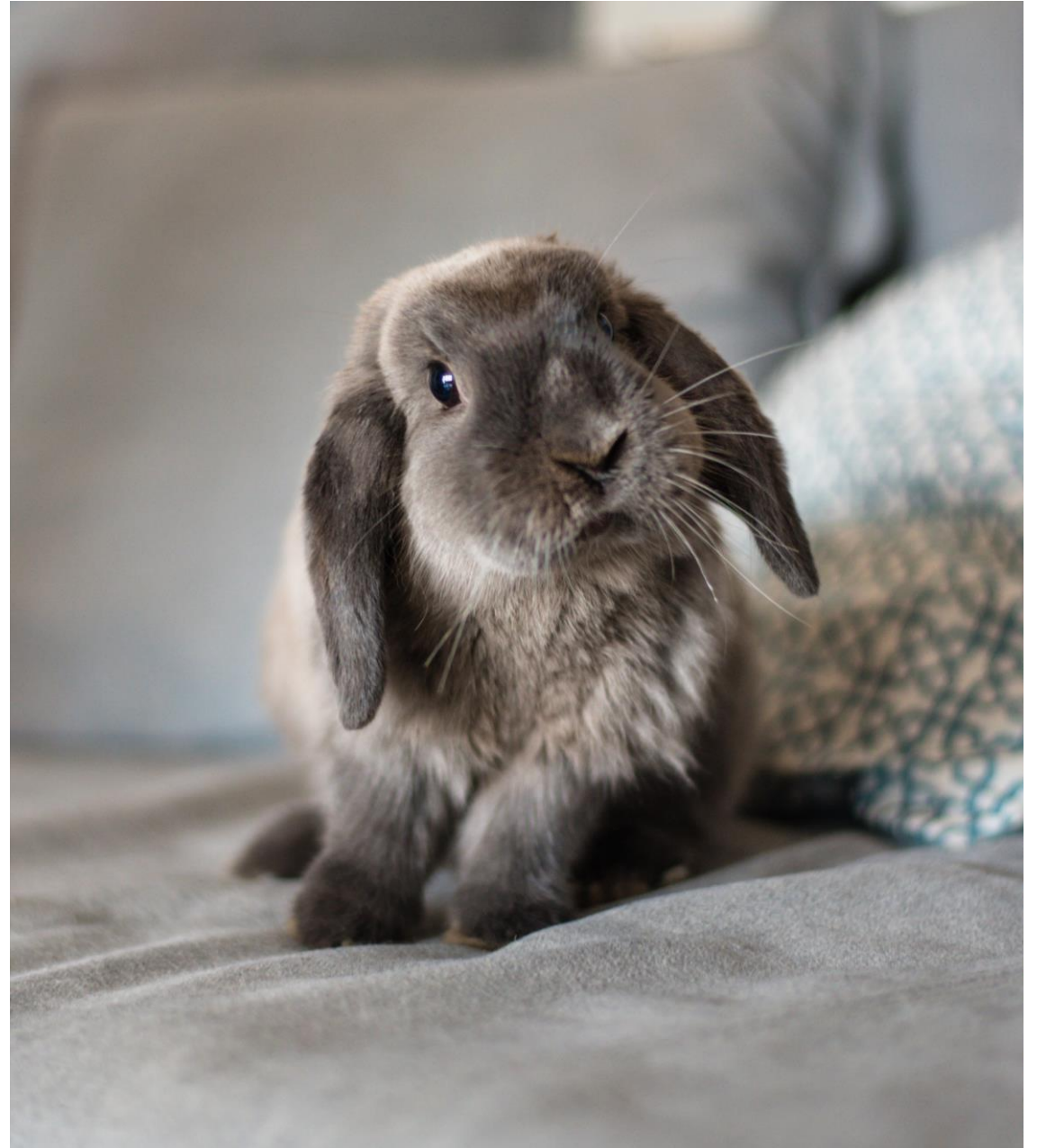


# Key Topics

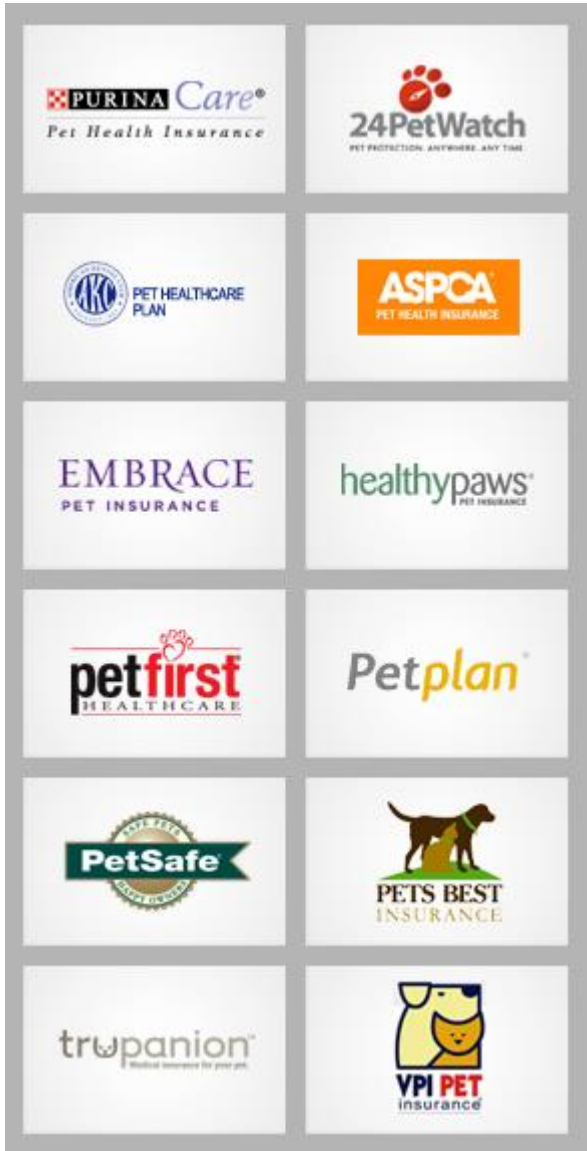
- Pet Insurance Overview
- My Journey, I am not an expert and who knew....
- Exotic Pet insurance coverage options
- How pet insurance works
- Submitting a claim for reimbursement



“When a client has pet health insurance, the conversation is about **quality of care**. When they doesn't have insurance, the conversation more often is about cost.”



# Pet Insurance Stats



- Double digit growth for more than a decade
- >20% YOY growth over last 5 years
  - Early Covid impact #'s are significant
- Currently over 25 companies representing over 40 brands
  - Pathetically, only Nationwide offers exotic coverage
- HUGE Market opportunity
  - Only ~2% of all dogs/cats are insured and exotics.....Less than 0.0001%\*
  - Interestingly much higher in Europe





98% of pet owners underestimate the lifetime cost of a pet<sup>1</sup>



68% increase in pet care costs over the last decade<sup>2</sup>



Average pet owner would spend \$11K to save their pet's life<sup>4</sup>



1/3 of Americans can't cover an unexpected \$100+ medical bill<sup>3</sup>

## This is the WHY and especially true with Exotics!



1. People's Dispensary for Sick Animals 2017 survey
2. 2017-2018 APPA National Pet Owners Survey
3. 2017 Bank of America Merrill Lynch Workplace Benefits Report
4. LendEDU Pollfish online poll 2017

# 2021 Vet Success/Nationwide Study \*

- ❑ Clients spend more on veterinarian care
  - ❑ Revenue increased 92% (dogs) and 76% (cats) when comparing insured vs. uninsured animals
- ❑ Veterinary Visits increased
  - ❑ Dogs: 4.17 versus 2.41 annual visits
  - ❑ Cats: 2.54 versus 1.77 annual visits
- ❑ Surgical approval rates increased
  - ❑ Dogs: 51% more likely
  - ❑ Cats: 20% more likely
- ❑ Veterinary clinic loyalty increased
  - ❑ Dogs: 3 years 81% insured and 46% uninsured
    - ❑ Equates to ~\$4,000 difference over lifetime
  - ❑ Cats: 3 years 69% insured and 33% uninsured
    - ❑ Equates to ~\$1,800 difference over lifetime



\* Limited to pets insured by Nationwide

## Examples of eligible avian and exotic species



### Small Mammals

- ✓ Chinchillas
- ✓ Ferrets
- ✓ Gerbils
- ✓ Goats
- ✓ Guinea Pigs
- ✓ Hamsters
- ✓ Hedgehogs
- ✓ Mice
- ✓ Mini pigs
- ✓ Pot belly pigs
- ✓ Rabbits
- ✓ Rats
- ✓ Sugar Gliders

### Birds

- ✓ African Greys
- ✓ Amazons
- ✓ Canaries
- ✓ Cockatiels
- ✓ Cockatoos
- ✓ Conures
- ✓ Finches
- ✓ Lories
- ✓ Lovebirds
- ✓ Macaws
- ✓ Parakeets
- ✓ Parrotlets
- ✓ Toucans
- ✓ More

### Reptiles and Amphibians

- ✓ Amphibians
- ✓ Bearded Dragons
- ✓ Chameleons
- ✓ Geckos
- ✓ Iguanas
- ✓ Monitor Lizards
- ✓ Snakes
- ✓ Tegus
- ✓ Toads
- ✓ Tortoises
- ✓ Turtles
- ✓ Uromastyx
- ✓ Water Dragons
- ✓ More

### What avian and exotic pet plan covers:



Accidents



Illnesses



Examinations



Prescriptions



Lab fees



X-rays



Hospitalization



Wellness and preventive care available



# Species not eligible for coverage



- Venomous or poisonous species
- Endangered or threatened species
- Requires a permit, license, or registration by state or federal law
- Hybrids of domesticated/non-domesticated species
- Most birds kept in flocks (pigeons, etc.)

When in doubt call....not black and white!



# Not legal but still insurable!



- Species illegal to own by state or federal law can be covered!
  - Ferrets, Hedgies, Gliders, etc.
- Not just the country to the West....California 😊

# Nationwide pet insurance plan options for avian & exotic pets

	With Wellness	Without Wellness
<b>Accidents</b> , such as soft tissue trauma and foreign body ingestion	✓	✓
<b>Injuries</b> , such bite wounds and broken bones	✓	✓
<b>Illnesses</b> , such as URI, hepatitis, enteritis	✓	✓
<b>Exams</b> , including treatment and prescribed medications	✓	✓
<b>Hospitalization</b> , including x-rays, blood work, and surgeries	✓	✓
<b>Wellness exams</b> , including parasite control, vaccinations and more	✓	
<b>Annual limit</b>	Unlimited	\$10K
<b>Reimbursement type</b>	90% / 70% / 50%	90% / 70% / 50%



All plans include a one-time annual deductible



Annual deductible must be met before reimbursement



Choose up to 90% reimbursement all eligible services on invoice

# Pre-existing Conditions: Common Frustration Point!

Any condition for which:

- A veterinarian provided medical advice for
- The pet received treatment for
- The pet displayed signs or symptoms consistent with the stated condition prior to the effective date of a pet insurance policy or during any waiting period.

Tell clients that anything that has happened before will likely be a pre-existing condition

- Hopefully you will be wrong.....



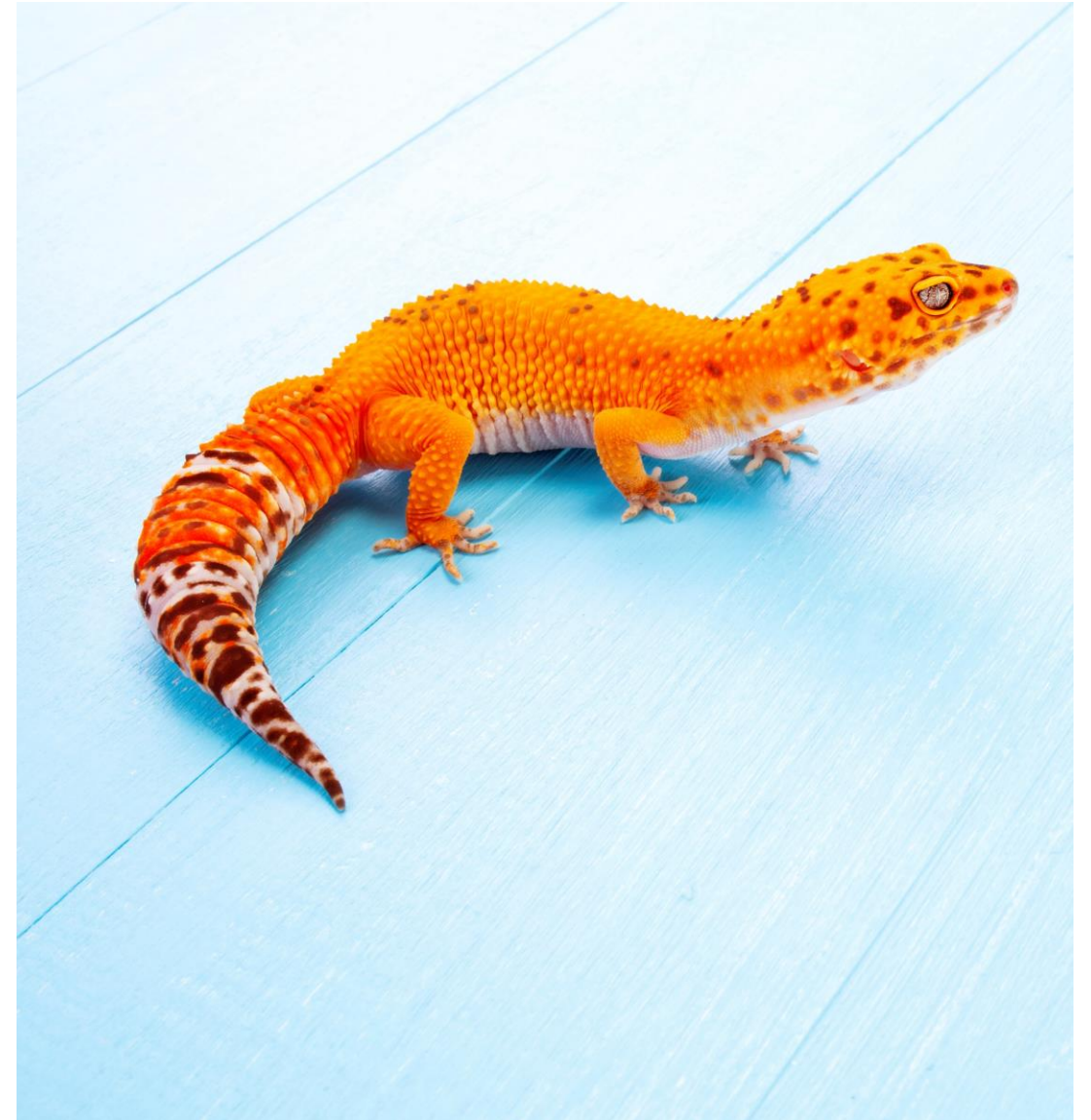
# Are pre-existing conditions covered?

Just like all dog and cat only insurers, there is no cover pre-existing conditions in exotics

However, some pre-existing conditions that can be cured and treatment-free may be eligible for coverage after review of medical records.

- Common frustration point

Soooo..... the sooner the pet is enrolled the better!





# About pre-existing conditions

**Not all pre-existing conditions are excluded permanently:**

**Chronic condition**



Cardiac Disease



**Exclusion is permanent**

**Curable condition**



Laceration



**Cured for six months**



submit medical records to **review**  
**exclusion removal**

# Top Ten Claims for Birds

1. Self-mutilation-Behavioral
2. Enteritis
3. Hepatitis
4. Soft Tissue Trauma
5. Bacterial infection-General
6. URI/Influenza/Pasteurellosis
7. Proventricular dilatation disease
8. Rhinitis/Sinusitis/Allergic
9. Fungal infection-General
10. Ileus

Based on Nationwide claims data 2020



## Cockatiel: Excessive egg laying—surgical

Sunny, a 12-year-old female cockatiel, suffered from excessive egg laying resulting in malnutrition due to chronic depletion of calcium for the production of eggshells.

After exhausting all other treatment options, the client agreed to spay Sunny.



Eligible Veterinary Expenses: \$2,332\*

Annual Deductible: \$250

10% Co-Pay: \$208

Total Reimbursement (90%): \$1,874



■ Nationwide reimburses: \$1,874

■ Client's net cost: \$458  
(after \$250 annual deductible and co-pay)

# Top Ten Claims for Small Mammals

1. Ileus/GI Stasis
2. Dental Disease
3. Conjunctivitis
4. URI/Influenza/Pasteurellosis
5. Otitis externa
6. Cystitis/Urethritis
7. Arthritis
8. Benign skin neoplasia
9. Soft tissue trauma
10. Abscess

Based on Nationwide claims data 2020





# Rabbit: Ileus

Oreo, a 9-year-old male rabbit, was seen for abdominal pain, lethargy and inappetence. He was diagnosed with ileus.

Oreo was hospitalized for emergency treatment and supportive care.



Eligible Veterinary Expenses: \$3,330\*

Annual Deductible: \$250

10% Co-Pay: \$308

Total Reimbursement: \$2,772



■ Nationwide reimburses: \$2,772

■ Client's net cost: \$558  
(after \$250 annual deductible  
and co-pay)

# Top Ten Claims for Reptiles

1. GI Disease (Ileus)
2. Pneumonia
3. Bacterial-General
4. Abscess/granuloma
5. Conjunctivitis
6. Enteritis
7. Egg production disorder
8. Hypoglycemia syndrome
9. Reproductive issues
10. Hepatitis

Based on Nationwide claims data 2020



## Bearded dragon: Gout

Elliott, a 2-year-old male bearded dragon, stopped moving and had enlarged, painful joints. He was diagnosed with gout.

The client agreed to hospitalization for pain management and supportive care.



Veterinary Bill: \$1,182

Annual Deductible: \$250

10% Co-Pay: \$93

Total Reimbursement: \$839



- Nationwide reimburses: \$839
- Client's net cost: \$344  
(after \$250 annual deductible and co-pay)

# How to use a most pet insurance policies:



## Client to vet

Pet owners may take their pet to any licensed veterinarian in the world for treatment



## Client pays vet

Pet owner pays for the products and/or services rendered



## Submit a claim

Owner submits claim and invoice via:

- Mobile device
- Email
- Fax
- Snail mail



## Get reimbursed

Reimbursement for eligible veterinary expenses based on plan selection after annual deductible is met





# Submitting a paper claim form

- 1

Client information, including their pet insurance policy number
- 2

The diagnosis of the visit and why the pet was seen (not services rendered)
- 3

Total dollar amount of the claim as it matches the invoice
- 4

Client signature to confirm accuracy and authorize release of records



Can be submitted via email, fax or snail mail




Include all invoices for services rendered



Attach any relevant medical records, if needed

SAMPLE CLAIM FORM



Nationwide<sup>®</sup>  
is on your side

NATIONWIDE PET CLAIM FORM

Fill out one claim form per pet. Submit itemized, legible invoices. Incomplete claim submissions may result in delay of processing your claim.

No. of pages: 1

1 MEMBER INFORMATION

POLICY NUMBER: C-132456

PET NAME: Stan Lee

NAME: Joe Policyholder

ADDRESS:

CITY:

STATE:

PHONE (H):

ZIP:

PHONE(B):

EMAIL:

\*NEW CONTACT INFORMATION? Write your new information here:

2 CLAIM DETAILS

REASON FOR VISIT, CHECK ALL THAT APPLY:

☐ WELLNESS SERVICES

☒ INJURY OR ILLNESS - Write the diagnosis in the box below.

WHAT INJURY OR ILLNESS DID YOUR VETERINARIAN DIAGNOSE?

Pancreatitis

TREATMENT DATE(S):

FROM: 1 5 16

TO: 1 8 16

HOSPITAL/CLINIC NAME:

A diagnosis is the medical condition treated. Please do not list symptoms (for example limping, lameness or infections are symptoms of injuries or illnesses). Your veterinarian can help you with the diagnosis. Include a copy of your pet's treatment records and lab results for this visit if there is more than one diagnosis being treated, your pet stayed at the hospital overnight, or the diagnosis has not been determined. Please do not write "See Attached" or list the services shown on your invoice.

3 INVOICE(S) TOTAL

\$ 1258.75

You must submit itemized invoices with your claim form. Do not send estimates.

4 MEMBER SIGNATURE and DATE

X

/ /

By signing this Claim Form, I confirm that to the best of my knowledge the information I have provided is true and correct. I authorize the release of my pet's medical records to Nationwide.

5 SUBMIT CLAIM FORM and INVOICE(S)

Please submit your claim by one method only. Duplicate claim submissions will delay claim processing.

FAX (714) 989-5600 No cover sheet necessary.

OR

MAIL Nationwide Claims Department  
PO Box 2344  
Brea, CA 92822-2344

NATIONWIDE CLAIMS DEPT NOTES ONLY

# Submitting a digital claim through the Pet Portal



- Member logs into the mobile-friendly Pet Portal and starts claim



- Simplified claim form is filled out



- Member uploads an image of the invoice



- Claim is submitted directly into our system



- Claim progress is tracked on the Pet Portal



Claims status available 48 hours after submission

The image shows a smartphone screen with the Nationwide Pet Portal app. The status bar at the top shows the time 9:41, signal strength, Wi-Fi, and battery. The app header includes a menu icon, the Nationwide logo, and a notification bell. The main screen is titled "File a new claim" with a back arrow. The form fields are as follows:

- Who is this claim for?**: A selection list with "Fluffy" (selected with a blue checkmark) and "Archie Von Snuffington".
- Tell us what happened**: A section header.
- Please enter your hospital name**: A text input field containing "Nice Guys Clinic" with a dropdown arrow.
- Treatment Date(s) - FROM:**: A date input field containing "01/20/2017" with a help icon (?)
- Treatment Date(s) - TO:**: A date input field containing "03/20/2017" with a help icon (?)
- Reason for visit; tap all that apply**: Two buttons, "Wellness" and "Injury or illness", with "Injury or illness" selected.

# THANKS!

- Dr. Jules Benson (Nationwide)
- Exotic DVM Forum
- Dr. Todd Driggers

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