PET HEALTH INSURANCE

A How-To Guide for selling Pet Health Insurance

We wrote this guide to help you learn about and choose a pet health insurance plan that's right for your customer and their pet. Pet insurance isn't a way to save money on veterinary bills, it's actual insurance, just like car or home insurance. This means that it works best when it protects your customer against the unexpected, expensive things that can happen.

There are lots of pet insurance plans available but they aren't all the same. There are differences in what they cover, what they exclude, what they cost, their level of customer service, and how they pay claims. And remember, pet insurance is one thing your customer can't get when they need it the most. Help your customer get the best, most comprehensive coverage for their pet before something happens.

Why Should Your Customer Get Pet Insurance?

Every year more than 1 in 3 pets falls ill or is injured. And while it's amazing what veterinarians can do for pets these days, a visit to the emergency room can run up to hundreds or even thousands of dollars in a very short space of time.

Many people are not prepared financially to afford the level of care that modern veterinary medicine can provide and sometimes people compromise by giving their pets a level of care that is far from the best.

With pet insurance, your customer doesn't have to choose between an expensive treatment and their pet's life. Just because their pet is happy and healthy today, doesn't mean things will always be that way.

On average, pet parents will have at least one significant claim each year, meaning they are guaranteed to use pet insurance. It's not a matter of if, but when. The average claim amount is about $600

American Modern
What Does Pet Health Insurance Cover?

Pet insurance plans can cover:
- Treatment for accidents, illnesses and diseases
- Treatment for allergies
- Cancer and chemotherapy
- Surgery, hospitalization and nursing care
- Laboratory and diagnostic tests including X-rays and MRI scans
- Medications

Some pet insurance plans, including American Modern, also cover:
- Treatment for genetic conditions
- Alternative therapies such as acupuncture, hydrotherapy, holistic and homeopathic veterinary medicine
- Chronic and recurring conditions that last more than one policy period, such as allergies, diabetes and hyperthyroidism
- Routine wellness care such as vaccinations and dental cleanings (optional with Wellness Care)

What’s not covered?

Pet insurance plans usually will not pay for:
- Cosmetic, elective or preventative procedures such as de-worming, tail docking, ear cropping, and declawing (except where medically necessary)
- Veterinary fees related to pregnancy, breeding or whelping
- Orthodontic or endodontic procedures such as root canals or crowns
- Behavioral problems
- Prescription diet food (optional with Wellness Care)
- Pre-existing conditions

Pre-Existing Conditions Explained

Are pre-existing conditions covered?

One of the most difficult issues that pet parents face when shopping for pet insurance is pre-existing conditions. A pre-existing condition is one that their pet had, was diagnosed with, or showed symptoms of before enrolling or during the waiting period.

Unfortunately, pet insurance does not cover pre-existing conditions but they may still be able to get coverage for their pet’s other conditions. It’s always best to have your customer enroll their pet before their pet develops any kind of major condition or illness, this way there are usually no pre-existing conditions and they can maximize their coverage.

Pet Insurance for Purebred Dogs

If your customer has a purebred dog such as a Labrador Retriever, Boxer, Pug or Chihuahua, their dog is especially prone to certain genetic conditions.

There are literally hundreds of these conditions, some of which include hip dysplasia, luxating patella, and cardiomyopathy. They may not even know their dog has a genetic condition until signs or symptoms reveal themselves months or years after they acquire their dog.

The care and treatment of a genetic condition can be very, very expensive. For example, corrective surgery for bilateral hip dysplasia can easily cost over $5,000. American Modern Pet Health Insurance plans will pay for the treatment of these diseases subject to the policy limit provided their dog is healthy at enrollment. Your customer can ask their veterinarian to explain the risks of genetic diseases to them.
Pet Health Insurance Frequently Asked Questions

1. Does the plan cover genetic and breed-specific conditions?
   Yes, they are covered, even for mixed breeds, because sometimes it’s not clear what is and isn’t hereditary or breed-specific. Some examples of these conditions are hip dysplasia, luxating patellas and cardiomyopathy. American Modern program covers genetic and breed-specific conditions provided the pet did not show signs or symptoms of them prior to enrollment.

2. Does the plan cover chronic and recurring illnesses?
   All American Modern Pet Insurance policies come with continuing care coverage to give a pet a lifetime of care subject to the policy limit.

3. Are there per-incident limits that restrict the amount your customer could receive back?
   American Modern plans do not have per-incident limits.

4. Does the plan reimburse claims based on a benefit schedule or the actual veterinary bill?

5. How are Wellness claims handled?
   Wellness Rewards are completely separate from Accident & Illness plans so there’s no deductible and no copay. Your customer can get 100% reimbursement for general office visits, vaccinations, flea/tick/heartworm meds, spay/neuter, microchipping, dental cleanings and routine diagnostic tests. There’s no per item maximum so your customer can use the annual $250, $450 or $650 allotment as they choose. All cats and dogs are eligible for Wellness Rewards.

6. Is there a Waiting period for new pets?
   There is a 14-day waiting period for accidents and illnesses. Orthopedic injuries for dogs have a 6-month waiting period but can be waived if a veterinarian gives a pet the orthopedic waiver ‘all clear.’ Then the waiting period goes down to the 14-day waiting period.

7. How does it work visiting a veterinarian for treatment?
   Your customer can visit any general, specialist or emergency veterinarian in the country. There are no networks and they do not need approval first. They bring along a claim form and get the veterinary staff to complete it. American Modern makes this process hassle-free by providing your customer with claim forms that are simple to fill out and submit because they come pre-populated with your customer pet’s information so they don’t have to fill much out. One claim form is included with the customer’s policy documents. Additional claims forms can be downloaded from embracepetinsurance.com.

8. How to submit a claim?
   Your customer can fax or mail their claim form and invoice. For quickest turnaround, there is a toll-free fax number to submit a claim directly from the veterinarian’s office.

9. How to receive a reimbursement check or direct deposit?
   Claims processing times can vary by the type of claim. Typically a check is mailed out within 10-15 business days once we’ve received all necessary documents, even faster for wellness claims. The claims check can be deposited directly into your customer’s bank account.

Get Started
Go to the Ivantage Platform to obtain your quote today.

For Questions regarding Pet Health, please call (800) 793-1933.