

[Date]

[Pet Owner Name]

[Address]

[City, State, Zip]

Dear [Pet Owner Name],

We loved seeing [Pet Name] at our clinic recently. As your partners in pet health, we want to ensure you are prepared for the unexpected.

Emergency veterinary care can happen at any time. Common incidents like accidental ingestions, sudden illnesses, or injuries can result in unexpected costs ranging from \$1,000 to over \$5,000. When these emergencies strike, the last thing we want you to worry about is the financial burden of life-saving treatment.

This is why we strongly recommend pet insurance. Having a policy in place ensures that your medical decisions are based on what is best for [Pet Name], not the cost of the procedure.

Benefits of Pet Insurance include:

- Up to 90% reimbursement on emergency bills.
- Coverage for surgeries, hospitalizations, and diagnostic tests.
- Peace of mind during stressful situations.

We have enclosed information regarding [Recommended Insurance Provider Name], a provider many of our clients trust. You can also visit our website or speak with our front desk team during your next visit to learn more about how insurance works at our practice.

Don't wait for an emergency to happen. Protecting [Pet Name] today ensures a healthier tomorrow.

Best regards,

[Veterinarian Name/Practice Name]

[Phone Number]

[Website]