

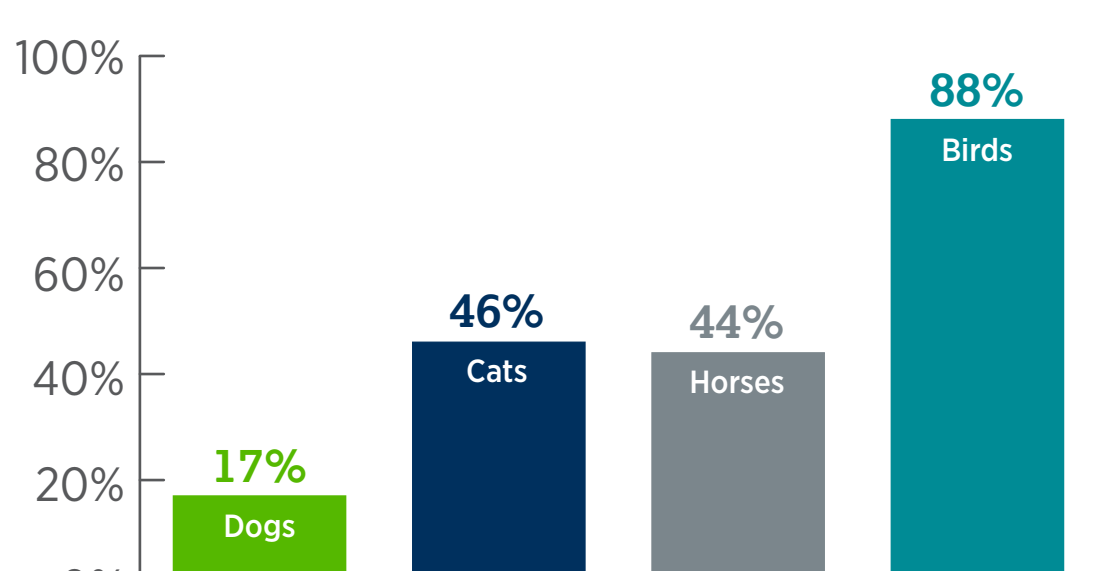


Get pets to the vet

HOW MANY PETS LACK VETERINARY CARE?

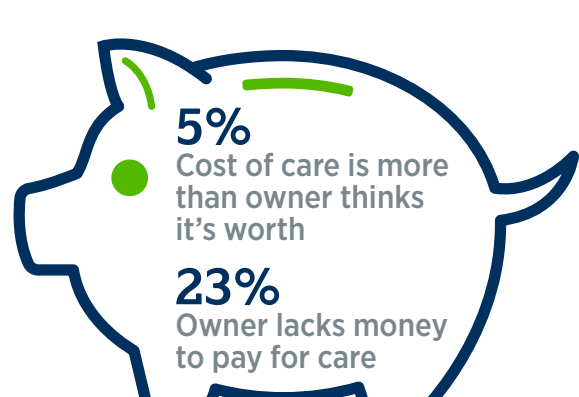
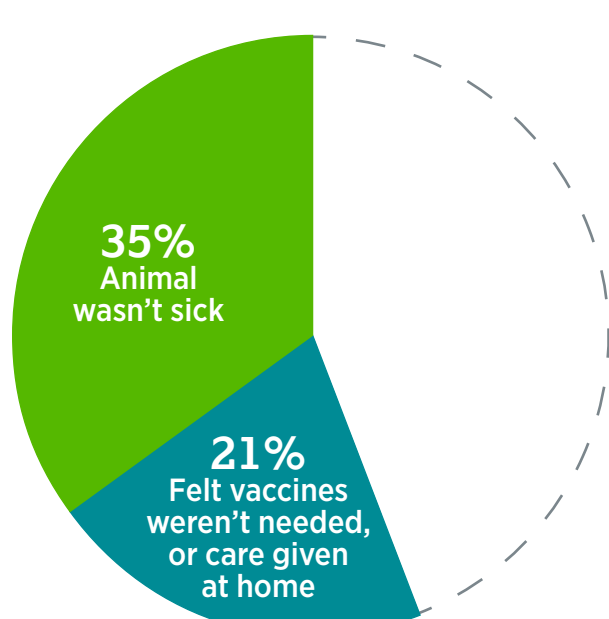
Over 48 million pets don't see a veterinarian at least once a year.

That's **nearly 30%** of pet-owning households.



WHY DON'T PETS SEE A VETERINARIAN?

56% of all dog owners don't understand the need for preventive care by a veterinarian.



Affordability

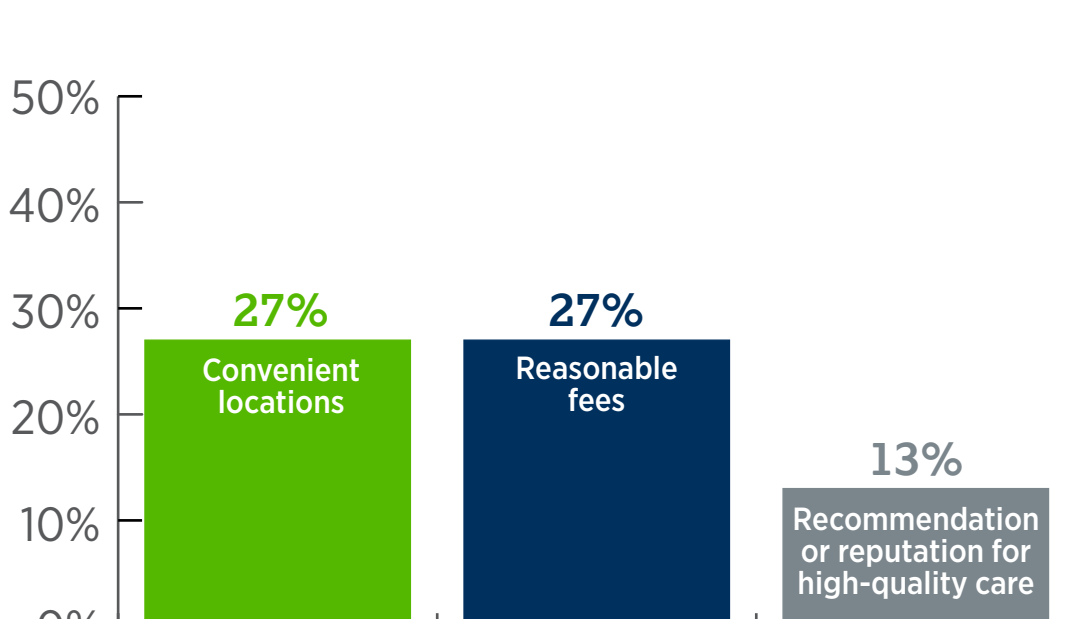
is the issue when finances keep the owner away—not value.

Data reflects dog owners, but other pet owners share similar behavior.

HOW DO PET OWNERS PICK A VETERINARIAN?

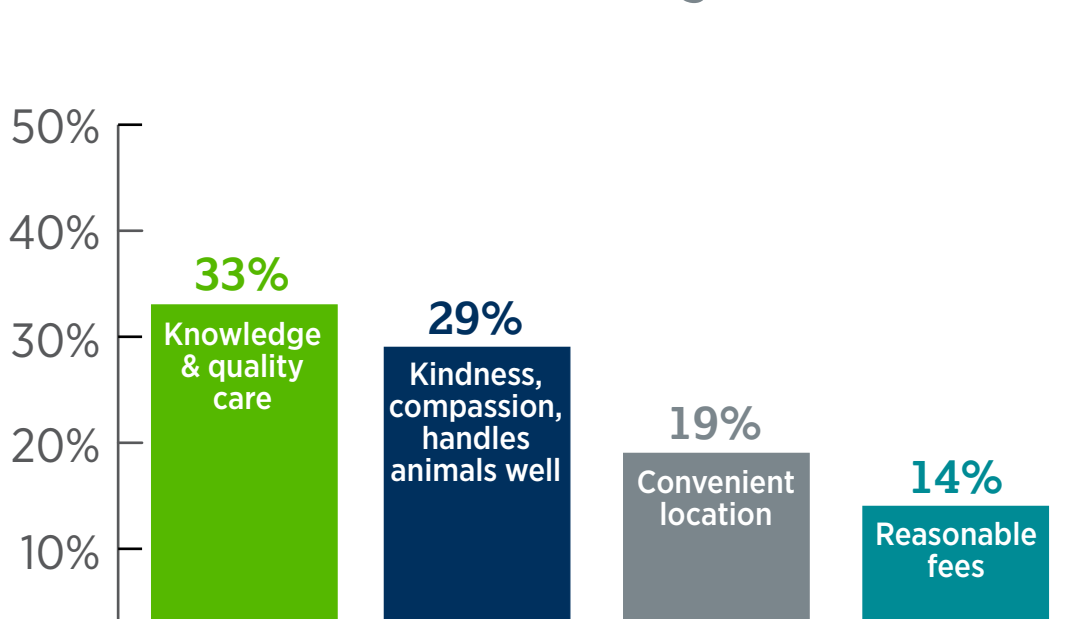
Convenience & price

drive owners who **don't** have a regular veterinarian.



Knowledge, quality of care, and compassion

are key for owners who **do** have a regular veterinarian.



Data reflects dog owners, but other pet owners share similar behavior.

HOW CAN WE GET MORE PETS TO THE VET?

Educate owners

about the value of preventive care.

Build strong relationships

to become the regular veterinarian.



Owners who love their vet are more likely to bring in their pet

