

## Exam Day Offers

### How they work

When clients activate an Exam Day Offer within 24 hours after their pet's exam, they receive:

- **Immediate Trupanion coverage** — Coverage for new, unexpected injuries and illnesses.
- **Unlimited payouts** — Trupanion covers the pet's condition for life, with no cap on what we can pay.
- **No upfront payment** — No financial information is required.\*

### Why they're important

- Veterinary care is more accessible because clients don't have to worry as much about costs.
- Activation provides immediate value and peace of mind for your clients.
- It's the best way to proactively prepare clients for potential costs of care.

When pet parents are more financially prepared for the unexpected, it means more satisfied clients, more opportunities to practice your best medicine and, most importantly, more pets receive the care they need.

### How to discuss pet medical insurance with clients



**Ask** your clients at check-in or when booking appointments: "Who is your pet's medical insurance provider?" This helps get the conversation started.



**Discuss** medical insurance for pets as part of your wellness exam checklist. It only takes a few seconds and can eliminate barriers to care due to costs over a pet's lifetime.



**Issue** the Exam Day Offer via our vet portal. Your clients will receive an email or text with a special offer from Trupanion as thanks for visiting their trusted veterinarian!



Call **844.948.1646**, visit **GET.TRUPANION.COM/EXAMDAYOFFER**, or contact your local Territory Partner to learn more.

\*Not valid in the state of New York.

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