

Hello,

At [\[insert emergency/specialty hospital name here\]](#) we are dedicated to providing exemplary care to every pet that passes through our doors. We recognize that practicing the highest quality of veterinary medicine is a mission both our hospitals share, and are honored to serve as a trusted referral partner to your practice.

However, like many in our profession, our team continues to struggle with the unfortunate reality of treating pets when cost limits care. By the time these patients reach us, it is often too late. Without financial protection against unexpected illnesses and injury, care becomes dictated by a client's ability to pay treatment costs upfront.

While education on the importance of insurance is critical, it is also essential to consider how the insurance works. At a time when 40% of Americans cannot afford to cover an unplanned \$1,000 expense, many clients simply cannot pay upfront and wait for reimbursement. For this reason, our hospital has decided to accept Trupanion as a payment type at checkout, leaving clients responsible only for their portion of the bill. In many cases, it has been the difference between a patient receiving treatment, or their family leaving with an empty collar. We felt it was important to share this information with you as a potentially referring hospital. For more information, [click here](#)

It is our responsibility as veterinary professionals to educate clients on the realistic cost of care and the tools available to plan for unexpected expenses. Please help us reduce economic euthanasia by discussing the cost of care proactively with your clients while pets are young and healthy.

We appreciate your support and continued partnership, and are hopeful that together, we can make significant strides in this critical area of responsible pet ownership.

All my best,

[\[Name\]](#)

[\[Title, Practice\]](#)