

# Suggested Text for Hospitals

## Website & Email



Thank you for using this resource to talk about the power of medical insurance for pets on your website and in email. *Simply copy and paste the below text you wish to use. Please keep the suggested copy as-is.*

### WEBSITE

*Use this language to educate your clients about medical insurance on your website. This could also be used as an informative social media post!*

We believe medical insurance for pets is an important part of responsible pet ownership. It helps pet owners budget for new, unexpected illnesses or injuries that their pets may face over their lifetime.

We are happy to work with all pet medical insurance providers. If your pet is not currently insured, we highly recommend researching coverage options. Materials are available in our hospital should you wish to learn more about medical insurance for your pet. Ask us for more information at your next visit!

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### EMAIL

#### Importance of Medical Insurance

*Remind your clients about the importance of medical insurance via email. Feel free to also share your hospital's experience with Trupanion or insurance in general.*

We believe that medical insurance for pets is an important part of pet ownership. It can help you budget for new, unexpected illnesses and injuries that your pet may face over their lifetime. There are many options for coverage, so we recommend carefully researching which option is best for you and your pet.

*[Personal hospital story about Trupanion or insurance in general]*

#### Announcement that your hospital is now able to receive directly payments at checkout

*Spread the word that your hospital is equipped to receive direct payment from Trupanion!*

Exciting news! For our clients who are Trupanion members, we are now able to accept direct payments. This means that Trupanion can pay us directly for their portion of the invoice at checkout, and members leave paying only their portion. That's right! No more waiting for reimbursement.

We believe that medical insurance for pets is an important part of pet ownership. If your pet is not currently insured, we recommend researching coverage options so that you can budget for new, unexpected illnesses and injuries.

*[Personal hospital story about Trupanion or insurance in general]*