



Learning to speak “pet owner”

A new AVMA nationwide study, *Language That Works: Changing the Way We Talk About Veterinary Care*,

reveals the words veterinary teams should (and shouldn't) use when talking with pet owners. Changing how you talk to clients can help them better understand the value of preventive care and lead to healthier pets.

Let's talk about checkups

The term “checkups” resonates most with pet owners. In the study,¹ 41% of owners chose “checkups” as the best way to talk about wellness visits.

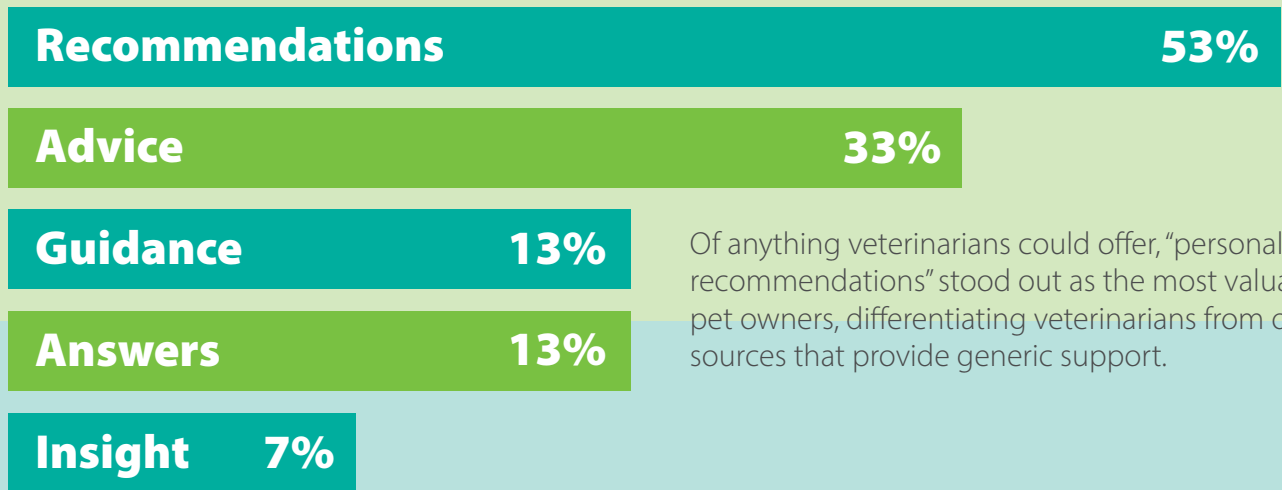


Building client relationships

Pet owners want a strong relationship with their veterinarian. To clients, the word “relationship” signals the vet is trustworthy, will make their pet feel comfortable, and goes out of the way to provide personalized service.



What do pet owners want to hear?



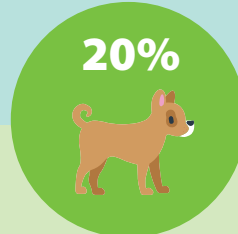
Of anything veterinarians could offer, “personalized recommendations” stood out as the most valuable to pet owners, differentiating veterinarians from other sources that provide generic support.

Some words work better than others

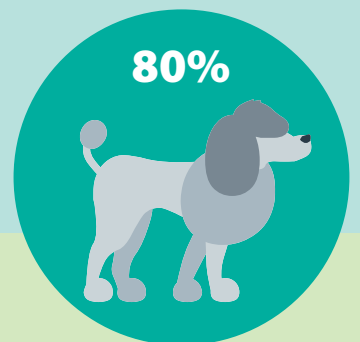
How do you discuss the need for frequent checkups? Most owners (80%) chose the words “routine” and “regular” as the best way to promote consistent preventive care without being overbearing.



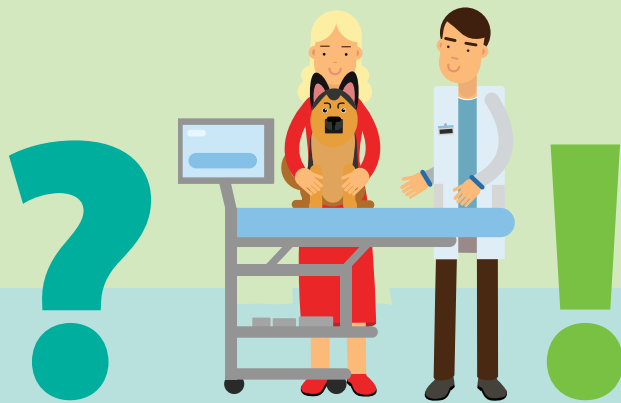
Frequently



Yearly



Routine and Regular



What more did they say?

Find the answers in a new ebook, the first in an AVMA library of Language of Veterinary Care resources, made possible in part by educational funding from CareCredit and Pets Best Pet Health Insurance. Visit avma.org/languageofcare.

Get started with CareCredit and talk to your clients about a budget-friendly solution. It's easy to apply to enroll. Just call us at 844-812-8111.

For more information about CareCredit and Pets Best, visit carecredit.com/vetinsights.



¹Language That Works: Changing The Way We Talk About Veterinary Care, AVMA. Made possible in part by educational funding from partners CareCredit & Pets Best.

Pet insurance is administered by Pets Best Insurance Services, LLC and is underwritten by American Pet Insurance Company, a New York insurance company headquartered at 6100 4th Ave. S. Suite 200 Seattle, WA 98108. Please see www.americanpetinsurance.com to review all available pet health insurance products underwritten by APIC.