



MAKE THE MOMENT: First visit

New clients arrive for their first visit with both excitement and uncertainty. By understanding their concerns and proactively communicating solutions, you can help pet parents be prepared for the day—and the pet care journey ahead.

Know what's top of mind

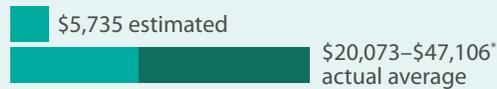
How to offer support

COST

Research shows that **even a \$250 invoice is enough to trigger financial anxiety.***

Pet owners greatly underestimate the lifetime cost of care:

Cats:



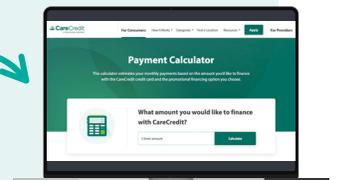
Dogs:



The initial consultation can set the tone for the lifelong relationship. **Be sure to talk about the importance of being financially prepared** for every moment of care with solutions like the CareCredit credit card.

Communicate that your practice offers flexible financing for care by putting your CareCredit QR code materials on display.

Use tools like the Payment Calculator to show clients how CareCredit can help them spread out payments over time.



TRAVEL

For many, getting their pet in a crate may not feel like it's worth the effort (or scratches).



Their pet may be anxious and whiny while riding in the car, making it a stressful situation for everyone.

Share travel tips with pet parents to help them prepare:

- Recommend they place the carrier in a small room and close the door. This way, it's harder for their pet to run off and hide.
- Suggest they bring some of their pet's favorite toys.
- Remember to tell them about sprays or supplements you recommend to reduce pet stress.



EMOTIONS

Owners may feel embarrassed about their pet's bad behavior and may delay care.

Clients may also feel **anxious about the realities of pet ownership** and worry about associated costs.



Regularly communicate the value of veterinary care for their pet's long-term health.

Reassure clients and help give them peace of mind by reminding them you offer a flexible payment option like CareCredit.



MISCONCEPTIONS

Pet owners may not think care is needed because there aren't obvious signs of illness.

They also may think that **preventive care is too expensive.**



Stress the need for routine checkups to help protect pets from parasites, monitor their dental health and keep them healthy (with wagging tails).

Explain that budget-friendly financing options **offer an easy way to pay** for routine exams, diagnostics and follow-up treatments.

*Pet Lifetime of Care Study, Synchrony, 2025