

# WELLNESS PLANS

Helping More Pets, Growing the **practice**

Wellness plans are instrumental for today's leading veterinary hospitals and clinics in helping attract and retain clients, increasing compliance and growing recurring revenue. VCP provides advanced capabilities and tools that allow the hospital to quickly and easily offer wellness plans.

#### Wellness Plans for:

- Dogs and cats for each lifestage
- Secondary plans for diabetes, acupuncture and more
- Dental care plans
- Grooming and boarding options

Help more pets and gain predictable revenue by removing financial hurdles. VCP makes it easy, automating billing, payment and management. More than a financial solution, VCP wellness plans are a practice growth strategy and marketing opportunity.



- **Attract and Retain More Clients**
- **Gain Predictable Recurring Revenue**
- **Build Compliance and Help More Pets**
- **Quick Start Your Program**

*Ask about our Wellness Plan management solutions.*



# case STUDIES

## CASE STUDY # 1

**Location:** California  
**Number of Doctors:** 5  
**Active Clients:** 5,000  
**Number of Years:** 2  
**Total Number of Plans:** 350  
**Wellness-Enrolled Clients:** 7%

Total Wellness Plan Direct Revenue:	\$170,079
Payment Strategy:	
Plans Paid Up Front	62%
Plans On 12 Monthly Payments	38%
Average Monthly Payment	\$40.50
Average Additional Spend per Wellness Plan	1.25 x
Added Product/Services Revenue	\$212,598
Total Wellness Client Related Revenues	\$382,677

## CASE STUDY # 2

**Location:** Colorado  
**Number of Doctors:** 6  
**Active Clients:** 5,400  
**Number of Years:** 1  
**Total Number of Plans:** 158  
**Wellness-Enrolled Clients:** 3%

Total Wellness Plan Direct Revenue:	\$90,060
Payment Strategy:	
\$100 Down + First Month	100%
Average Monthly Payment	\$36.19
Average Additional Spend per Wellness Plan	1.25 x
Added Product/Services Revenue	\$112,575
Total Wellness Client Related Revenues	\$202,635

\*Each practice results are unique depending on participating terms and plan design. Results will vary. Data as of March 2014.



VCP Wellness Plans provide flexibility allowing each practice to customize plan terms, down payment options and more. Discover how Veterinary CreditPlans can positively enhance your practice.

