

Petly Plans: Plan Development Guidebook



Purpose

The purpose of this guide is to help you develop plans that reflect your practice's standard of medicine. Once created, your plans will serve as the foundation of your wellness program. In this chapter we will outline tools to develop your plans, explore membership perks, review plan tiers for all life stages, establishing pricing, and incorporating add-on items, in addition to the setup of avian, equine, and employee plans. We'll also provide you with best practice tips along the way.



Index

Page 1: Purpose

Page 2: Assign a Practice Champion, Tools to Design Your Plans, and Plan Tiers

Page 3: Membership Perks Incentivize Enrollments and Co-pay Exam

Page 4: Complimentary Nail Trims and Technician Office Visits

Page 5: Plan Pricing and Discounts

Page 6: Optional Add-On Items

Page 7: Add-On Item Case Study

Page 8: Other Plan Types

Page 9: Additional Resources



Assign a Practice Champion

Begin by assigning a practice champion. Your practice champion will partner with the Petly Plans implementation team to oversee setup activities and delegate tasks to other staff members as needed. After your plans are finalized, your practice champion will review them with key decision makers and staff to gain everyone's buy in. A wellness program will only succeed when the *entire team stands behind your plans*.

Tools to Design Your Plans

Your IDEXX implementation team will begin by equipping you with a plan development workbook in spreadsheet format. The workbook will contain a separate tab for every life stage and species covered, built-in formulas to easily calculate costs, and best practice tips for optimizing your plans. The implementation team will consult with you throughout this process to address questions and provide feedback.

Plan Tiers

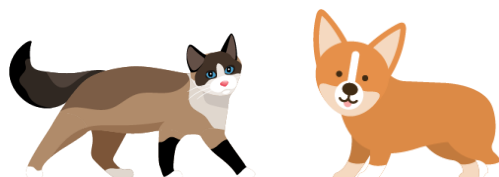
Multiple plan tiers make choosing the right plan easy based on each pet's life stage and health status. The default names for each plan are Silver, Gold, and Platinum. These names are easily recognized by pet owners, but you have the flexibility to label them as you desire. Whatever you call your plans, just make sure pet owners understand the progression of services provided with each plan tier.

Puppy and Kitten Plans

Puppy and kitten plans are typically comprised of two tiers, Silver and Gold. Both will have everything needed to protect puppies and kittens against illness and disease in the first year of life. The Silver plans contain preventive care examinations, core vaccines, and diagnostics without a spay or neuter. This will be especially helpful for pets coming from a rescue organization or shelter and have already been spayed or neutered. The Gold tier will contain everything in the Silver, plus the addition of a spay or neuter surgery.

Adult Plans

Adult plans commonly contain three tiers. The first tier, Silver, is your most basic plan. This typically includes an annual preventive care examination, core vaccines, and basic diagnostics to catch early signs of disease and establish a baseline. This may include a heartworm screen or Leukemia/FIV screen, intestinal parasite screen, urinalysis, and a CBC/chemistry/analytes panel. The middle tier, Gold, is your gold standard of care for healthy pets. The Gold plan includes everything in Silver, plus a routine preventive dental. Finally, the highest tier, Platinum, is your most comprehensive care. It can be geared toward senior pets or for the pet owner who wants the most complete package for their pet, including advanced bloodwork, preventive radiographs, and a blood and eye pressure screen.



Membership Perks Incentivize Enrollments

The addition of membership perks will make enrolling in a wellness plan more enticing and provide benefits above and beyond routine preventive care. Below, we've documented the most popular perks among practices, along with their benefits.

Co-pay Exam

What Is A Co-Pay Exam?


Co-pay exams, sometimes called membership exams, are discounted exams pet owners pay for out of pocket at the time of their appointment. These are intended to be used for any additional exams needed outside of their preventive care needs. It's a powerful perk used to lower the financial barrier of pet owners visiting your practice or waiting to schedule a visit until their pet is very ill. These discounted exams have been shown to help patients receive care faster and increase spending beyond the exam. Co-pay exams can generate additional revenue for your practice.

How Many Co-Pays Should Be Included in A Plan?

The best practice recommendation is to have an unlimited quantity of co-pay exams in each plan tier. Along with reducing barriers to bringing pets into your practice in a timely manner, the savings incentivizes pet owners to enroll in plans.

How Do I Price My Co-Pay?

The suggested co-pay exam cost should be anywhere from \$10-\$20, or 30-50% off of your regular examination fee. Studies have shown that pet owners spend more on items outside of the plan during a co-pay visit, because the visit was discounted.

 **Best Practice Tip:** The Petly Plans software will allow you to set a True Value for the co-pay exam, or any other wellness plan service item that might be discounted. In the case of the co-pay exam, the True Value is the difference between the retail price of the exam and what the pet owner will pay out of pocket. This is beneficial if a pet owner cancels their plan before the plan term expires. The software can charge the difference owed, since the pet owner is no longer eligible for this membership perk with early cancellation. [Click here](#) to learn more about editing wellness plan items in the Petly Plans software.





Complimentary Nail Trims

What Is A Complimentary Nail Trim?

These are routine, no-cost nail trims for pets who do not require sedation. Any nail trim that would require sedation or additional restraint would typically be subject to additional out of pocket fees. Nail trims are another great way to ensure the patient visits your practice on a routine basis. This perk is very desirable to pet owners and could be the deciding factor to enroll their pet in a plan. Pet owners will often purchase additional retail items or services outside of the plan during a nail trim visit.

How Many Nail Trims Should I Include in My Plans?

The best practice recommendation is to offer an unlimited quantity of nail trims in each plan tier. This allows pets to be seen based on nail growth. While unlimited nail trims are ideal, plans *could* also have a set quantity. For example, you could cap the quantity at 6-12 nail trims per year, so pet owners stop by up to once monthly. While they're in the practice, they can pick up their pet's heartworm and flea/tick prevention.

Technician Office Visits

What Is A Technician Office Visit?

A tech office visit is a visit with a veterinary technician that does not require the services of a veterinarian. Services that can be performed during a tech office visit may include nail trims, anal gland expressions, routine injections, administering medications, and minor grooming help.

How Many Technician Office Visits Should I Include in My Plans?


The best practice recommendation is to offer an unlimited quantity of visits within each plan tier. This can help free up the doctor's time. While offering unlimited tech visits is ideal, the quantity of visits also could be limited to 6-12 annually. This will allow the pet to be seen up to once a month.


How Do I Price My Technician Office Visit?

We suggest you offer this as a complimentary perk within the plan. This will incentivize pet owners to visit more often.

Plan Pricing

The best plan pricing is the amount both you AND your clients find appropriate and fair. You should consider pricing from both perspectives. Is this an appealing price to a pet owner based on the plan coverage and dollar value? Is the price equitable for the level of services provided and your operating costs? Remember, consumers tend to spend more when they feel like they're saving. Since clients aren't paying for their annual visit, in one lump sum, they'll often be willing to purchase other products and services you've recommended. The Petly Plans implementation team can also offer you guidance on pricing as you develop your plans.

 **Best Practice Tip:** Not sure if your prices are comparable or a fair market value for your area? Browse the web for other practice's plans in your region for inspiration. Monthly plan pricing can have a normal range depending on local demographic, the cost of living in your area, or the types of services offered in plans.

 **Best Practice Tip:** Ask your clients what threshold they'd expect to pay for a monthly plan as a guideline. Send a survey link in a newsletter requesting their feedback.

Discounts



Plan Item Discounts

The best practice recommendation is to discount all services included in the plan by 5-25%. The most typical amount is 20% off the total a la carte cost of services. That figure can be rounded to the nearest dollar to make it easy for staff and clients to remember. Your implementation specialist can review the plan workbook with you to ensure you're on the right track.

Non-Plan Item Discounts

The best practice recommendation is to discount services and products not covered by the plan by 5% for your entry tier and by 10% for your middle and upper tier. Some practices choose to discount everything outside of the plan, just preventives, or everything but items that have a lower profit margin (food, supplements, retail). Be sure to add a note in your plan restrictions explaining which items are or are not subject to a discount, so your pet owners are aware.

Initial Membership Fee

We recommend charging an initial membership fee of \$99.00 for each new plan. This helps pet owners feel like they've invested in a membership at your practice. This will give them access to all the membership perks included in your plans and the flexibility of paying for services over 12 months. Some practices choose to decrease this fee based on their surrounding market and demographic to make sure it's not a deterrent to enrolling. The fee is paid at the time of initial enrollment and *is not charged again* when the plan renews the next year. Remember, IDEXX collects an administrative fee for each newly enrolled plan.

Multi-Pet Discount

A multi-pet discount applies to the initial membership fee of any subsequently enrolled pets as an added savings and incentive for enrolling multiple pets within a household. Most practices set the multi-pet discount to \$20.00. For example, a pet owner pays a \$99.00 initial enrollment for the first pet, and \$79.00 for every pet thereafter.

Optional Add-On Items

An add-on item is a service or inventory item you're allowing your pet owner to finance within their plan at regular price. Offering add-on items is a great way to make your plans highly customizable to each pet's medical needs, provide additional financial flexibility for the pet owner, and increase the overall profitability of your wellness plan program.


Feline and Canine Add-On Examples

- Advanced diagnostics
- Therapeutic drug monitoring
- Gastropexy
- Hernia surgery
- Deciduous teeth removal
- Dewclaw removal
- Flea, tick, and heartworm medications
- Lifestyle vaccines
- Boarding, grooming, and retail items
- Any other items not covered by your plans



How Do Add-On Items Work?

Add-on items can be added to a plan at any time. For example, a thyroid screen is added to the plan at the time of enrollment. The monthly plan payment would increase by the dollar value of the thyroid screen spread across 12 months. Notice how the \$54.00 diagnostic is equally divided into the 12 monthly payments.

Client Katie Delciello 3690	Pet  Zeus 3690-2	Plan Canine Gold	Initial Fee \$99.00 one time	Monthly Fee \$55.00 per month	Added Items + \$4.50 per month	Total = \$59.50 per month
ADDED ITEMS						
Item ID	Description	Price				
WP360	WP Thyroid T4 (T495)	\$54.00				

Add-on items can also be added mid-plan. For example, the same thyroid screen is added 6 months into the year. The software automatically divides the cost of the item into the remaining 6 payments. Notice how \$54.00 is equally divided into the 6 monthly payments.

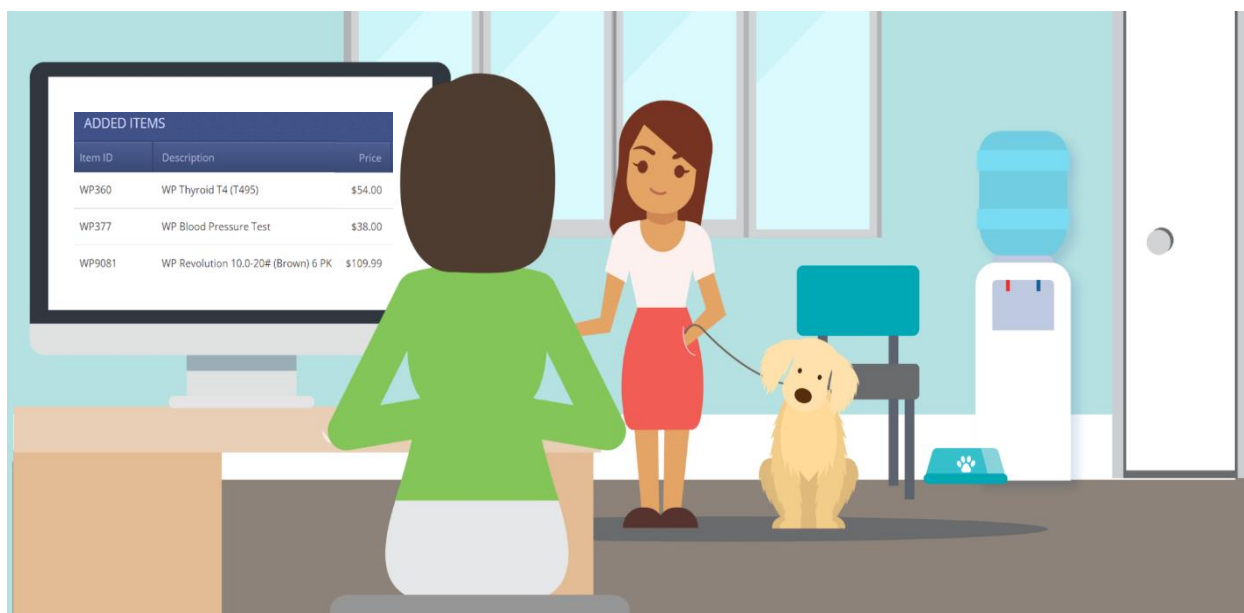
Client Katie Delciello 3690	Pet Zeus 3690-2	Plan Canine Gold	Initial Fee \$0.00 plan change	Monthly Fee \$55.00 per month	Added Items + \$9.00 per month	Total = \$64.00 per month
ADDED ITEMS						
Item ID	Description	Price				
WP360	WP Thyroid T4 (T495)	\$54.00				

Add-On Items Case Study

A recent case study illustrated the profitability of plan programs that included a wide variety of optional add-on items. The study reviewed two separate veterinary practice groups each with 4-6 practices. One practice group in Florida offered add-on items, the other group in Nevada did not. Both groups are managing about 1,400 plans across locations. Reviewing monthly average and annual total wellness plan payments led to a surprising discovery. The practice group offering a comprehensive array of optional add-on items saw far greater income with their wellness plan program. Do not underestimate the value of customizing your plans with options!

Practices Offering Add-On's	
Monthly Payment Average	\$78,135.86
Annual Payment Total	\$937,360.32

Practices Not Offering Add-On's	
Monthly Payment Average	\$52,214.40
Annual Payment Total	\$626,572.80



Other Plan Types

Employee Plans

Staff with pets can also benefit from being enrolled in a wellness plan. Consider reducing or removing the initial enrollment fee and discounting the monthly plan fee at a greater amount for staff member's pets. For example, if you charge employees 50% off your markup cost, design your employee plans with a 50% off discount on the monthly plan fee. Consult with your local tax professional to ensure employee discounts are compliant with tax laws in your jurisdiction. Employees with pets on plans can better understand and more clearly explain the benefits of wellness plans to your clients.

Avian Plans

Petly Plans is not just for cats and dogs! The software will empower you to provide best care of our feathered friends as well. Take advantage of this and build plans for birds. Include services such as preventive care examinations, fecal exams, bloodwork, sexing, beak and nail care, and radiographs as plan items and optional add on items. Ask your implementation specialist for guidance on this and other best practices on building your bird plans.

Equine Plans

Petly Plans can also empower you to provide preventive care services for horses. Consider adding diagnostics and membership perks such as preventive care exams, core vaccines, McMasters or other fecal exams, bloodwork, farm or house calls, Coggins testing, teeth float packages, farrier care, and others. Ask your implementation specialist for guidance on other best practices for your equine clients.





Additional Resources

The Petly Plans [Helpdesk](#) is an excellent resource to learn more about building and implementing your wellness plan program. Click your name in the upper righthand corner of your Petly Plans website and select [Helpdesk](#) to view and search assets.

- [Pet Owner Frequently Asked Questions](#)
- [The Petly Plans Playbook](#)
- [Marketing Section of the Petly Plans Helpdesk](#)
- [Recorded Webinar: Marketing to your Clients](#)
- [Edit a Plan Item in Petly Plans](#)

