



## **Pets Best Insurance Announces Second Annual My Vet's the Best Contest** *Contest recognizes and rewards veterinarians for their innovation and talent*

Boise, ID – March 1, 2012 –Pets Best Insurance announced the start of its second annual “My Vet’s the Best” contest last week at the Western Vet Conference in Las Vegas, Nevada. The contest, first launched in 2011 by Boise, Idaho based pet insurance company, Pets Best Insurance, recognizes and rewards the passion, innovation and talents of veterinarians everywhere.



My Vet’s the Best will recognize a total of four pet owners and their veterinarians during 2012. Pet owners are asked to nominate their vet and share why they think their vet is the best through a form on the Pets Best Insurance Facebook page and website. This year’s contest has larger cash prizes and bigger rewards for the winning nominees. The contest is focused on helping with the costs of veterinary treatment for stray animals or animals whose owners cannot afford to pay for veterinary care.

Every three months, a winning story will be selected by the public, who will be invited to vote online. The pet owner who submits the winning story will receive a \$200 cash prize and the winning veterinarian will receive \$1,000 to be put towards the treatment of animals in need. Of the four winning

veterinarians, one grand prize winner will be selected by Pets Best Insurance in January 2012. To nominate your veterinarian, visit <https://forms.petsbest.com/vet-nomination/>.

“We were so impressed with the quality and passion of all of our nominees last year that we felt it was important to increase our efforts in providing care to animals in need and those who treat them,” said Dr. Jack Stephens, President and Founder of Pets Best Insurance. “We also wanted to help provide an opportunity for our vets to keep up-to-date with new advances in medical care and the delivery of quality patient care.”

The contest is open to all pet owners in the United States and entrants do not need to be Pets Best Insurance policyholders. Official rules, are available at <http://www.petsbest.com/official-rules>. The \$200 awarded to pet owners with winning stories cannot be used for Pets Best Insurance services. To learn more about Pets Best Insurance visit [www.petsbest.com](http://www.petsbest.com) or call 1-866-929-3807.

“We want to recognize and reward the passion, innovation and talents of veterinarians everywhere who make it their life’s purpose to provide high quality care to their patients,” Dr. Jack Stephens said. “This contest will allow them to do so even if their client can’t afford to pay, or if they want to treat a stray that shows up on the hospital doorstep.”



**About Pets Best Insurance**

Insurance plans offered and administered by Pets Best are underwritten by Independence American Insurance Company, a Delaware Insurance company. Independence American Insurance Company is a member of The IHC Group, an insurance organization composed of Independence Holding Company, a public company traded on the New York Stock Exchange, and its operating subsidiaries. The IHC Group has been providing life, health and stop loss insurance solutions for nearly 30 years. For information on The IHC Group, visit, [www.ihcgroup.com](http://www.ihcgroup.com). In states in which Independence American Insurance Company's new policy form has not yet received regulatory approval, policies will be underwritten by Aetna Insurance Company of Connecticut. To determine the underwriter in your state, please call Pets Best at 1-866-929-3807

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