



## **Pets Best Insurance Unveils Exciting News at Western Veterinary Conference**



*Pets Best Insurance, a leading provider of pet health insurance, announced exciting changes for the company, their policyholders and veterinarians nationwide at WVC in Las Vegas, Nevada.*

Boise, Idaho- April 12, 2012-It was an exciting week for Pets Best Insurance as they capped off participation at the annual Western Veterinary Conference in Las Vegas, Nevada by announcing some big company news at an event the pet insurance agency hosted for more than 200 industry professionals, including veterinarians, industry trade journal publishers and editors, and local media.

Pets Best Insurance announced new plan options for pet owners that were not previously available, including annual-based plans, cancer-only coverage, accident-only coverage, specialized feline plans and more deductible and co-pay options in select states.

“We are excited about our new innovative plans and programs. Our customers will have the flexibility to choose the coverage that is right for them, meets the needs of their pets, and allows them to stay within their budget,” states Dr. Jack Stephens, the original founder of pet health insurance in the US and leader of Pets Best Insurance.

A new program exclusively available to veterinarians was also unveiled at the event. The program will offer a straight 10% discount off of pet insurance policies to clients of the referring veterinarians where available.

“We believe the 10% discount will be a great value to pet owners,” Dr. Jack Stephens said. “They will be eligible for the discount after their referring veterinarian has given their pet an exam and clean bill of health. In addition to the discount, they will also receive a reduced waiting period time. It’s a win win for everyone.”

Lastly, with the overwhelming response and success of the Pets Best Insurance “My Vet’s the Best” contest in 2011, the pet health insurance provider announced the continuance of the contest in 2012 with larger cash prizes and bigger rewards for the winning veterinarians and nominators. The contest asks pet owners to share why they think their vet is the best via the Pets Best Insurance website and



Facebook page. Each quarter, a winning vet will be awarded a cash prize of \$1000 to help with costs of veterinary treatment for stray animals or animals whose owner cannot afford to pay for veterinary care. The nominating pet owner will receive a cash prize of \$200. The public voting and publicity will generate increased visibility for veterinarians everywhere. In January 2013, one grand prizewinner will be chosen from the four quarterly winners.

“We believe it is important to honor the passion of veterinarians across the country who dedicate their lives to providing quality care to their patients. Pet health care should be accessible to all pet owners regardless of their economic situation. This is our way of helping animals whose owners might not be able to afford the best pet health care, while recognizing the outstanding veterinarians who put those patients’ care first,” Dr. Jack Stephens said.

Pet insurance plans offered and administered by Pets Best Insurance 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, Aetna Insurance Company of Connecticut will underwrite policies. To determine the underwriter in your state, please call Pets Best at 1-866-929-3807

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