

Veterinary Association Continuing Education Opportunities

In tough economic times, the utilization of pet health insurance has never been more important. PurinaCare is pleased to present three, one-hour presentations designed to assist the veterinarian or practice manager in understanding the importance of pet health insurance and how to evaluate the confusing selection of available policies. Each course is RACE* certified for one continuing education credit and may be scheduled singularly or in any combination of the three courses. Assuming a reasonable number of attendees, the presentations are available at no cost to the sponsoring association

Course #1: *Pet Insurance...Benefiting Clients and Clinics In A Changing Economy*

Describes the economic problems facing the veterinary profession and how human and dental medicine have avoided these problems. Also discusses how to avoid managed care issues and describes the desirable attributes of a pet health insurance policy.

Course #2: *Your Clients Want Advice About Pet Insurance...Are You Prepared To Provide It?*

Discusses why pet owners expect advice from veterinarians and why veterinarians are reluctant to provide it. Also provides a solid basis for evaluating pet health insurance policies and determining which policies provide the best value.

Course #3: *Creating Affordability for Veterinary Services with Pet Health Insurance*

This presentation describes techniques which veterinary staff members can utilize to create insurance awareness in their practice. It also highlights the differences in policies that are available via PurinaCare.



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For further information or copies of the notes for each of these presentations, please contact Dr. Kent Kruse at 210-471-0471 or kent.kruse@purinacare.com. For information about PurinaCare policies, please go to www.purinacare.com.

*Registry of Approved Continuing Education, American Association of Veterinary State Boards