



This letter was produced for use in conjunction with a large veterinary clinic's database to automatically generate letters to regular patients letting them know of important auxiliary services. It is one of several such letters produced for the clinic.

(on Veterinary Clinic letterhead)

Client's name
 Client's address
 Client's city, state, zip

Date

Dear [Mr. Smith],

Dr. [Maria Munson] and the rest of the staff have enjoyed taking care of [Fluffy's] veterinary needs for the past [5] years and would like to call your attention to a potential issue you may face as your pet grows older. We know you want your pet to receive the best care possible, but as [Fluffy] ages, [he] may begin experiencing more serious medical issues. While we do everything we can to keep the costs down, the reality is that some procedures or treatments are simply too costly for the average pet-owner either at the moment of an emergency or to maintain long-term treatment options.

Money should not be the only determining factor when you are faced with a tough decision about the welfare of your beloved pet. That's why we would like to call your attention to the possibility of purchasing a pet insurance policy. Most insurance policies do not cover routine office visits or shots, but they can cover more than half of the total cost should [Fluffy] require any type of major procedure. Having a pet insurance policy means you can make decisions based on the welfare of your pet rather than the restrictions of the cost.

Many clients have asked which policy Dr. [Munson] recommends. Although [she] does not have any financial interests in any pet insurance provider, there are three that stand out as having had good track records with our office:

Veterinary Pet Insurance Superior	PetCare Pals Quick Care Gold	Petshealth Care Plan Basic Care
Covers dogs, cats, exotics Individual rate plans Full range of coverage	Covers dogs and cats Individual rate plans Variety of options	Covers dogs and cats Low deductible option High reimbursement rate
http://www.petinsurance.com/	http://www.24petwatch.com/petinsurance/	http://www.petshealthplan.com/

Whether you use one of these plans or another, we hope you will consider obtaining insurance for your pet. While we all hope [Fluffy] will never need extensive medical care, better decisions

can be made for [his] welfare if you have prepared in advance. As always, you can call the office any time you have concerns or questions.

Sincerely,
[Office staff]