

TRUPANION vs Petplan

An In Depth Comparison

trup🐾panion®

This document is designed to explain the value of Trupanion, medical insurance for pets, in a fact-based comparison format. All comparisons are based on public-facing information as of July 11, 2016. Please read the discussed company's policies for full details on their coverage.

Why did we start Trupanion?

Many years ago, there were few options for pet insurance, and no options for medical insurance for pets. The largest pet insurance provider in the US was VPI, now going by the name Nationwide. They offered a confusing product with multiple plans that paid off of restrictive benefit schedules, not the actual veterinary invoice. It was a poor value and a poor product. Many pet owners didn't like it and many veterinarians didn't like it, but it was the only option available if you wanted help with veterinary costs.

Sixteen years ago, we vowed to be the change so needed in a flagging, stigmatized industry. We vowed to be a real option for pet owners, to give them the value and coverage that they deserve, and most importantly, that their pets deserve. We created a mission and a set of core values from which we have never wavered:

- We'd do what we say
- Absolutely no limits on coverage
- No penalty for making claims
- No age-related pricing increases, instead we'd have fair, data-driven pricing
- We'd always have the highest claims payout ratio in the industry, so our customers get the best value — for the entire life of their pet

We've done all of that, and what's more, we've strived to leave the bloated, confusing shadow of "pet insurance" in the dust. Today, we're the industry leader, we changed the game with not only an exceptional, and unheard of at the time, policy of 90% coverage with no payout limits, but we continue to charge forward with innovations and technology to make our members' experience the best it can be. We're the first and only medical insurance company that can pay your veterinarian directly, through our own software program, so you're not out of pocket. We're consistently highly-rated by our members, and with good reason, everything we do is for them and for the pets that we so love. We're recommended by thousands of veterinarians every month. And we've been the impetus for the launch of several other "pet insurance" products that try to do what we do, try to compete head to head with us, but can't quite get it right.

Do we get everything right? No, but we certainly try to. Of course, we'd love to cover pre-existing conditions. And if wellness care was a good value for the customer, we'd cover that, too. We never want to deny a member, so we pay what we say we will. Always transparent. Always fair.

When we launched Trupanion 16 years ago, we saw the opportunity and vowed to do a better job. We remain steadfastly committed to this principle.

Terms and conditions apply. See the policy for complete details at Trupanion.com/pet-insurance. Trupanion is a registered trademark owned by Trupanion, Inc. Underwritten by Omega General Insurance Company (Canada) and American Pet Insurance Company (USA): 6100-4th Ave S, Seattle, WA 98108



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Why Medical Insurance?

You're a responsible, loving pet owner interested in getting "insurance" for your pet. You've talked to your veterinarian, or maybe a friend or family member mentioned it. You have car insurance, you've got health insurance for yourself and everyone in your family...so this must work just like that, right? Well, not quite.

Trupanion is medical insurance for cats and dogs — we're NOT pet insurance. The difference is huge, and this classification distinguishes us from other companies. Simply put, Trupanion was built by veterinarians for responsible, loving pet owners, just like you.

And, not only that, but Trupanion was built for your pet's entire life. Not for a year. Not just until your policy becomes a burden for us. But for your pet's entire life, through every tail wag, every kiss, every unexpected medical issue.

But why is medical insurance for cats and dogs important?

Well, now that our pets have access to many of the same advanced treatments available for human healthcare and with the rising costs associated with these treatments, "unexpected" veterinary care can be quite costly, often more than most pet owners can pay out of pocket. With medical insurance, financial barriers to care can be dissolved and you and your veterinarian can provide the best care for your pet based on the best medical decisions — not money.

Ok, well, why Trupanion?

Responsible, loving pet owners understand how to take care of their dogs and cats. We exercise them, play with them, feed them high-quality food, buy them unlimited amounts of toys, and make sure they receive preventive care like flea control, dental cleanings, and annual checkups. They sleep in our bed and on our couches, we scour our cities for dog-friendly bars, we create social media accounts for them, use them as our backgrounds and screen savers — and we spent more than \$350 million dressing them up for Halloween last year. But, most of all, we love them as they love us...unconditionally.

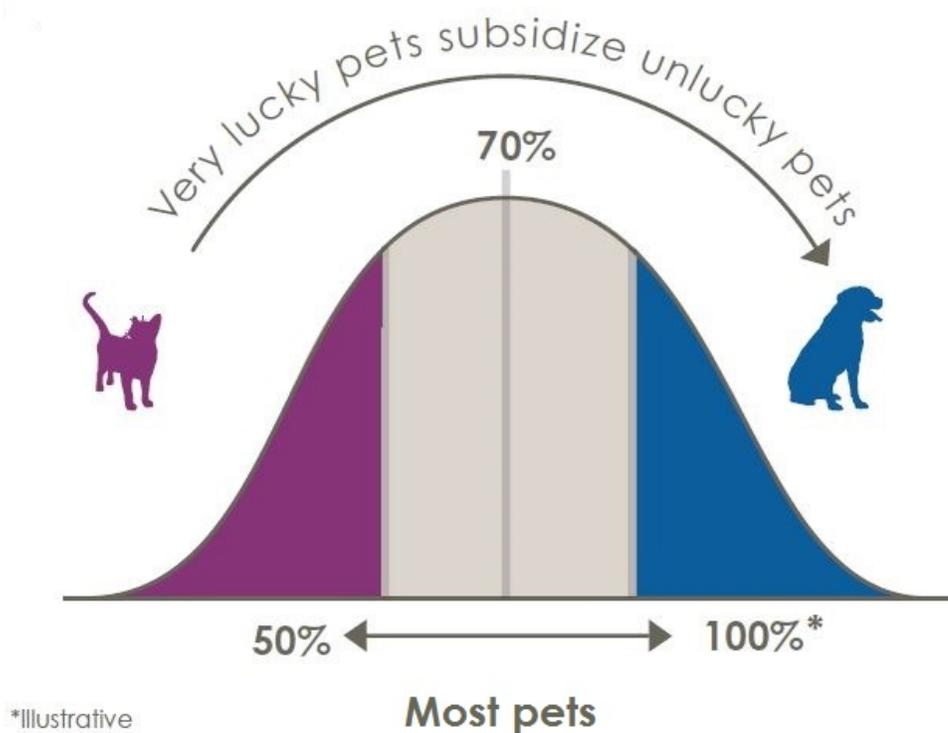
Where we as responsible pet owners struggle is when our pets become sick or injured. We know where to go for help — our trusted, local veterinarian. But we stress over budgeting and planning for the cost of that veterinary care. We don't know if our pet's future medical challenges are going to be like most, or if our pet will be one that is lucky or unlucky. And we don't know when these medical challenges will occur, which can make planning difficult.



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Trupanion's job is to take your stress and need for budgeting out of the picture. We work every day to understand and determine the average cost of unexpected illnesses and injuries for a category of pets (think your pet's breed or where you live or their age, say 2 year old Golden Retrievers in Cape Cod), and then add a reasonable margin so we can provide you, our member, with exceptional service, as well as earn a modest profit. We won't lie, we do want to make a reasonable amount of revenue, but our Mission, our goal, our very lifeblood revolves around helping our members be able to take care of their pets and provide best care without worry.

Trupanion's stated target is to spend 70 cents of every dollar we receive on paying our members' veterinary invoices. This means that whether your monthly cost is \$30 per month or \$300, if your pet's future medical needs are like most, then you should receive 70% of your money back over the entire life of your pet. Over time, as our business continues to benefit from increasing economies of scale and data advantages, we would like to return even more than 70% to our members.



On either side of the range where most pets fall, are those that are lucky and unlucky. Obviously, no one wants to have an "unlucky" pet, but if you do you'll receive far more than you ever pay to us. Some pet owners have paid us for only one month of

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coverage and we've done exactly what medical insurance should do, and paid what we said we would when they needed it. For example, a member had paid us less than \$100 in monthly payments and we paid out over \$40,000 to cover their veterinary bills (and may we add that their monthly cost never increased because their pet was unlucky).

Other pet owners, the "lucky" ones, may not ever get back most of what they "put in" over the life of their pet. But insurance is not about getting a return on your investment. It's about having the security of knowing you can do what it takes, that you are protecting your pet and your wallet, if the unexpected ever happens. This peace of mind is priceless.

We hope you have a lucky pet, of course. We want all pets to be healthy and happy. But, we know not all pets will be lucky, that is why we exist. If you have a pet that experiences just a few minor incidents or if they do happen to be very unlucky, we will be here for you to help ensure that your pet receives the best veterinary care possible, and so you can say, "I have Trupanion, just do what you need to do, Dr." You'll never have to consider anything but the best course of action for your pet again if you have Trupanion.

Our pricing is simple.

When you enroll your dog or cat with Trupanion, we associate him or her with a sub-category of pets. This includes things like your pet's breed, age at enrollment, your location, your deductible (if you choose to have one), and several other factors that help us determine the most appropriate monthly payment for your pet. During your time as a Trupanion member, your monthly payment will go up or down based upon the average cost of care for all pets within your sub-category. In fact, last year we reduced the rates for several breed categories including Shih Tzus, Chihuahuas, Maltese, Yorkshire Terriers, and Labradoodles because we discovered that their cost of care was not as high as we had predicted. That's how we share the risk among everyone. A price increase ultimately means that we can continue to offer our members the same value as we always have. It's not about making more money, it's about providing our members what we said we would—the value proposition they were promised.

And so is our promise. And that's what makes us different.

We promise to never increase your monthly payments due to your pet aging or just because your pet has been unlucky and has faced some medical issues. That's our promise. Simple and fair.



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Plus, we can pay your veterinarian directly.

Traditional "pet insurance" is a reimbursement model, where you pay your bill and then wait for a check in the mail from your provider (fingers crossed that they cover what they say they will). We think this is ultimately a flawed model, long outdated, and providing a lackluster customer experience.

Imagine going to your dentist or your auto body shop and receiving a \$10,000 invoice. Now, imagine they ask you to pay out of your own pocket, then you have to spend your time filling out paperwork and running around to get a bunch of signatures.

Then, you have to wait beside your mailbox for several days to weeks, and maybe you'll talk to your insurer a bunch of times to check on the process, and the whole time you're hoping that you will receive a check reimbursing you for something close to the \$10,000.

We're changing the game. With Trupanion, your veterinarian can be paid directly, before you leave their hospital. We don't want you to have to pay out of pocket, and we think you probably don't either. We don't want to waste your time, and we don't want you to have to worry about what's going to get covered. Our automated direct pay option generally requires no paperwork and no phone calls from the pet owner.

Ask your hospital if they have the ability to accept direct payment from Trupanion. If they don't, ask them to contact us so we can work with them to help ensure you'll have the best experience possible.

Trupanion vs. Petplan

So, how does Petplan's "pet insurance" stack up to Trupanion's medical insurance?

WE'RE FAIR WHEN IT COMES TO YOUR DEDUCTIBLE:

While, Petplan does offer you the choice of your deductible type, either an annual deductible or an annual per condition deductible, there may be some confusion about which option a pet owner should choose. If you choose the annual per condition option, Petplan charges your chosen deductible both annually and per-condition. As a reminder, with Trupanion you pay your deductible once per-condition for the entire life of your pet, or you may never have to pay a deductible if you've chosen a \$0 deductible at the time of enrollment. A \$0 deductible is not an option with Petplan.

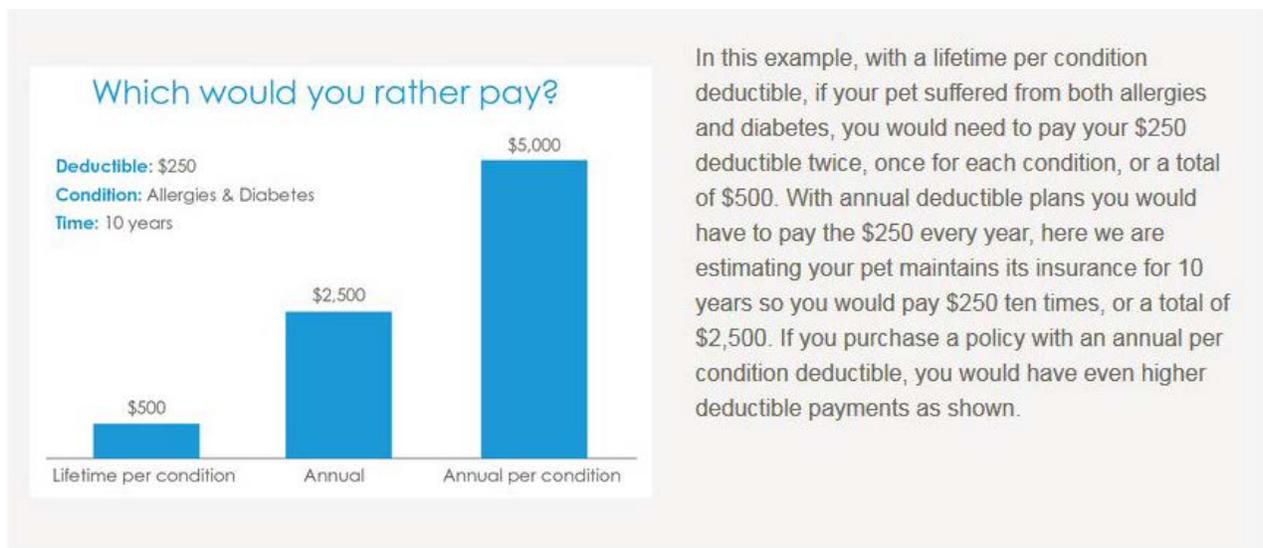


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Petplan's annual per condition deductible results in you paying more out of pocket over the lifetime of your pet — and you will re-pay deductibles for conditions where they've already been met, year after year after year.

If you choose the annual deductible, Petplan will require you to pay your deductible once a year, even for conditions where you've already paid it. Your pet's medical insurance is for life, you don't want to have to worry about meeting your deductible for the same conditions over and over, year after year.

Most pets deal with only a few unrelated conditions over the course of their life. For a pet that is insured for 13 years you might end up paying your deductible 3 or 4 times over those 13 years with Trupanion's lifetime per condition. With an annual deductible, you'll be paying your deductible 13 times, and with Petplan's annual per condition deductible, you can expect to pay your deductible *at least* 16 or 17 times if all the conditions affect your pet a single time, and if it's a chronic condition, expect 26 deductible payments.



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See this in Petplan's own policy wording below:

IV. Co-pay and Deductibles

For each illness or injury that is treated during the policy period and that is not related to any other illness or injury during the same policy period, you will pay an amount of co-pay and a deductible calculated on your declaration page.

The co-pay percentage will be deducted from the total bill for a covered claim or injury. Once the co-pay has been applied, the deductible will be applied to the remaining amount. **The deductible will be applied separately to each separate illness or injury. When the treatment dates of an illness or injury fall into two or more policy periods you will be required to pay a deductible for each policy period.** For example, if you have a covered claim of \$1,000 to which a ten (10) percent co-pay and a \$100 deductible apply, you will pay the \$100 deductible is applied and taken from the \$1,000 claim, you will pay a total amount of \$800.

In addition to the application of the deductible and co-pay, there are limits on the total amount of insurance afforded per policy period as set forth on the declarations page as maximum annual benefits for each coverage part. (See also section III)

Fetch Insurance Services, LLC, dba Petplan, Pet Health Insurance Policy Terms & Conditions, page 7, Section IV. Co-pay and Deductibles. Screenshot taken 6/28/2016.

Fetch Insurance Services, LLC, dba Petplan, Pet Health Insurance Policy Terms & Conditions, page 7, Section IV. Co-pay and Deductibles. Screenshot taken 6/28/2016.

WE PRICE FAIRLY & WE DON'T RAISE RATES JUST BECAUSE YOUR PET HAS A BIRTHDAY:

Petplan participates in something we call "Birthday Pricing", where, simply put, your rates increase each year because your pet is growing older. These guaranteed rate increases are in addition to any changes driven by inflation.

These birthday-induced rates grow by 15-18% per year. With Petplan, your premium is guaranteed to double by the time your dog or cat is 7 years old, and more than triple by the time they are 10 years old. And it's extremely important to understand that these **guaranteed** rate increases are in addition to any changes due to inflation.

See Petplan's rate filing:



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**FETCH PET HEALTH INSURANCE PROGRAM
RATE MANUAL**

Pet Age

The covered pet's age is determined by its date of birth. If the exact date of birth is not known the pet owner may be asked to obtain an estimate of their pet's age from their veterinarian. Rating factors by animal age are:

Current Animal Age	Rating Factor		Current Animal Age	Rating Factor	
	Dogs	Cats		Dogs	Cats
Less than 1 year	0.850	0.800	11 years	3.297	2.586
1 year	0.893	0.840	12 years	3.791	2.974
2 years	0.937	0.882	13 years	4.360	3.420
3 years	1.078	0.926	14 years	5.014	3.933
4 years	1.239	0.972	15 years	5.766	4.524
5 years	1.425	1.118	16 years	6.631	4.750
6 years	1.639	1.286	17 years	7.625	4.987
7 years	1.885	1.478	18 years	8.769	5.237
8 years	2.168	1.700	19 years	10.085	5.498
9 years	2.493	1.955	20 years or more	11.597	5.773
10 years	2.867	2.249			

In addition there is a rating factor based on the age of a pet in the initial year of coverage. This factor continues to be charged upon subsequent renewals. Rating factors are:

Initial Animal Age	Rating Factor		Initial Animal Age	Rating Factor	
	Dogs	Cats		Dogs	Cats
Less than 1 year	1.000	1.000	11 years	1.400	1.400
1 year	1.000	1.000	12 years	1.400	1.400
2 years	1.000	1.000	13 years	1.400	1.400
3 years	1.000	1.000	14 years	1.400	1.400
4 years	1.100	1.100	15 years	1.400	1.400
5 years	1.200	1.200	16 years	1.400	1.400
6 years	1.300	1.300	17 years	1.400	1.400
7 years	1.300	1.300	18 years	1.400	1.400
8 years	1.400	1.400	19 years	1.400	1.400
9 years	1.400	1.400	20 years or more	1.400	1.400
10 years	1.400	1.400			



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So, what we are showing above is very "insurance-y", but it shows the published age rating factors that Petplan use for their product. Basically, for a pet enrolled at less than 1 year old, the 0.850 is the base rate of the monthly cost. Every addition on to that 0.850 as the pet ages accounts for an increase in the base rate. So for dogs:

- Less than 1 year = .850 (base rate)
- 26% increase of the base rate on 3rd birthday
- 67% increase by the 5th birthday
- 121% increase by the 7th birthday
- 237% increase by the 10th birthday
- 413% increase by the 13th birthday

Let's see how this compares to the monthly rates at Trupanion over the lifetime of a pet.

In the below chart, we are looking at a pet that is enrolled at less than a year old and that stays insured over the next 13 years. We compare the guaranteed rates when using Petplan's filed age rating factors (solid lines), and then what those rates would be with the addition of a potential 10% per year inflation (dotted lines).

When enrolling at less than a year old, while Petplan and Trupanion have similar rating, Petplan's monthly rates quickly skyrocket when both their guaranteed birthday pricing and the potential 10% per year inflation is taken into consideration.



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When all monthly rates are added together and averaged over the lifetime of this example pet, which remains insured for a total of 14 years, a member would pay, on average:

- Petplan + 10% inflation: \$273.85 a month
- Petplan (no inflation, just guaranteed age rating): \$133.67 a month
- Trupanion + 10% inflation: \$93.92 a month
- Trupanion (no inflation): \$47.00 a month

These are some significant differences.

And if you are someone who is interested in doing the math when you see your Petplan quote today to figure out what your potential average monthly rate would be over the lifetime of your pet, there is a pretty simple equation you can follow.

First, add the age rating factors together, up to what year of age you want to look at for your pet, say 13 years old. Then divide the resulting figure by the number of years you would have the policy (based on the age of your pet at enrollment). That results in a factor, which you must divide by the age rating factor that would apply at enrollment, and then multiply that result by your present quoted premium to see what you would pay to Petplan, on average, every month over the 14 years you stay insured.

So, let's show an example, based on the dog in the chart above, which enrolls at less than 1 year of age and stays insured till age 13, which is a total of 14 years (including the puppy months before age 1):

Sum Petplan's age rating factors up to 13 years (see age rating chart on pg. 8): 28.92

$$(0.85 + 0.893 + 0.937 + 1.078 + 1.239 + 1.425 + 1.639 + 1.885 + 2.168 + 2.493 + 2.867 + 3.297 + 3.791 + 4.36 = 28.92)$$

Divide that sum by the total number of years that you would have the policy (14): 2.065

$$(28.92/14 = 2.065)$$

Divide by the age rating factor you would have at enrollment (0.85 for less than 1 year old in this case), this is your multiplier factor: 2.43

$$(2.065/0.85 = 2.43)$$

Then multiply the factor by your present quoted premium (\$55.00): \$133.67

$$(2.43 * 55.00 = 133.67)$$



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So, in short, you see that if you enroll at less than 1 and stay insured until age 13, your average premium with Petplan will be \$133.67. Using the same equation and quoted premium, if you stay insured until age 10, your average premium would be \$102.79, until age 5, \$69.26. You can see all factors and average monthly rates in the chart below:

Age of Dog	Years Insured	Multiplier Factor	Average Monthly Rate over # of Years Insured
Less than 1 year (0)	1	1.000	\$55.00
1	2	1.025	\$56.39
2	3	1.051	\$57.80
3	4	1.105	\$60.79
4	5	1.176	\$64.67
5	6	1.259	\$69.26
6	7	1.355	\$74.51
7	8	1.463	\$80.45
8	9	1.584	\$87.09
9	10	1.718	\$94.52
10	11	1.869	\$102.79
11	12	2.036	\$112.00
12	13	2.223	\$122.25
13	14	2.430	\$133.67

To be fair, Petplan's birthday pricing is similar to other "pet insurance" providers in that their rates automatically go up based on age, but you might not realize this, as this fact is not easily available via their marketing materials or on their website. And we understand that it can often be hard to plan for the future, no one is sitting around thinking about how much medical insurance for their pet may cost three years from now. But, we believe that with such an important decision, one that will be there for the life of your pet, it's worth it to think about the long term.

When it comes to pricing Trupanion is different. We know medical insurance is for the life of your pet, so we share the risk with all responsible, loving pet owners like you that enroll their pets at the same age, regardless if they enrolled last month or last decade.

Now, we aren't saying that your rates will never change if you enroll with Trupanion. Like Petplan or other companies, we too must increase or decrease rates due to changes in the cost of veterinary care. When you enroll your dog or cat with Trupanion, we associate him or her with a sub-category of pets. This includes things like your pet's



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breed, age at enrollment, your location, your deductible (if you choose to have one), and several other factors that help us determine your personalized monthly payment.

During your time as a Trupanion member, your monthly payment will go up or down based upon the underlying costs of all pets within your sub-category. That's how we share the risk among everyone. A price increase ultimately means that we can continue to offer our members the same value as we always have. It's not about making money, it's about providing our members what we said we would.

But it's important to know that we promise to never increase your monthly payments due to your pet aging or just because your pet has been unlucky and has faced some medical issues.

WE PROCESS YOUR PAYOUTS FAIRLY:

Like most people, you probably don't often think about how your deductible and co-insurance is applied when you make a claim. Trupanion, and most other insurance companies apply the deductible first and then the co-insurance. However, Petplan switches these and applies your co-insurance before your deductible. Seems innocent, but that little reversal can cost you big bucks over the life of your pet. When the co-insurance is applied before the deductible, pet owners will always get less money reimbursed.

Let's do the math:

Say you have a \$250 deductible with 90% coverage (your co-insurance is 10%). You take your dog to your veterinarian and receive a bill with \$1,000 of eligible costs.

- Petplan would pay you: \$650
(\$1,000 - \$100 co-insurance = \$900 - \$250 deductible = \$650)
- Trupanion would pay you: \$675
(\$1,000 - \$250 deductible = \$750 - \$75 co-insurance = \$675)

That \$25 may not seem like a lot, but it adds up quickly, especially when you're paying deductibles over and over again every year with Petplan.



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See this in Petplan's own policy wording:

The **co-pay** percentage will be deducted from the total of all costs for a covered **illness or injury**. Once the **co-pay** has been applied, the **deductible** will be applied to the remaining amount.

As an example, if **you** have a covered claim of \$1,000 to which a ten (10) percent **co-pay** and \$100 **deductible** apply, first the ten (10) percent **co-pay** is applied and \$100 is deducted from the covered amount. Then the \$100 **deductible** is applied and taken off the covered amount. This means that out of the original \$1,000, **we** will reimburse **you** a total amount of \$800.

Fetch Insurance Services, LLC, dba Petplan, Pet Health Insurance Policy Terms & Conditions, page 7, Section IV. Co-pay and Deductibles. Screenshot taken 6/29/2016.

And just to demonstrate this issue again, in Petplan's own example from their policy wording above, where they quote that they would pay \$800 (of \$1,000 eligible costs with 10% co-insurance and a \$100 deductible), Trupanion would pay \$810, enough for a latte for you and a bag of treats for Fluffy.

WE DON'T RESTRICT COVERAGE WITH LONG WAITING PERIODS:

Like all companies, Petplan has waiting periods for injuries and illnesses following enrollment, this is completely normal, and Trupanion has them too. However, what most pet owners may not know is that there is a 6 month waiting period for any treatment associated with damage or rupture of cruciate ligaments, luxation of the patella, or other soft tissue disorders of the knee.

Six months may not seem like a long time to wait, but we've found that cruciate ruptures and luxating patellas are two of Trupanion's most commonly claimed conditions and some of the most costly to treat. A Labrador Retriever that is between the ages of 2 and 7 years old, for instance, is 80% more likely than the average dog to experience a cruciate rupture, and treatment will likely cost the pet owner nearly \$4,000.

You can have the 6 months waived by Petplan, but in order to do so you must visit your veterinarian within your first 30 days of enrollment and get a special examination that documents that your pet doesn't have any pre-existing conditions related to their knees. This is just one more restriction that costs you time and money. And if you miss that window to waive this restriction (which is not heavily advertised), unfortunately, you could find yourself in a tough spot.

Is it worth it to have coverage that restricts your pet's care for a condition that may be likely to happen to your pet?



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See this in Petplan's own policy wording:

- h. Any **treatment** associated with damage or rupture of cruciate ligaments, luxation of the patellas or other soft tissue disorders of the knee where **clinical sign(s)** occur during the first six (6) months that the policy is in effect.

Fetch Insurance Services, LLC, dba Petplan, Pet Health Insurance Policy Terms & Conditions, page 8, Section V. General Exclusions. Screenshot taken 6/29/2016.

WE OFFER FINANCIAL FLEXIBILITY:

As mentioned before, not only does Trupanion offer a choice of no deductible or a lifetime per condition deductible up to \$1,000, but we also let you change your deductible in order to adjust your monthly payment to fit your budget at any time. Petplan has a big restriction on changing your coverage. You can decrease your coverage or increase your deductible by requesting it in writing at any time, however, if you have filed even just one claim you will never be able to decrease your deductible or decrease your co-insurance amount ever. Unfortunately, that means, you don't have much choice in what you are paying with Petplan.

See this in Petplan's own policy wording:

10. CHANGING YOUR LEVEL OF COVERAGE

You may apply to decrease **your maximum annual benefit** or increase **your deductible** and/or **your co-pay** at any time during the **policy period**. This request must be made in writing. The request will become effective on the first day of the month following approval.

You may apply to increase **your maximum annual benefit** or decrease **your deductible** and/or **your co-pay**, once a year at renewal, provided that **you** have not previously filed a claim with **us**. This request must be in writing and will become effective upon renewal following approval.

A new **declarations page** or a change endorsement indicating **your** new level of coverage may be issued on approval. Any **exclusion(s)** already on the **policy** will carry over.

Fetch Insurance Services, LLC, dba Petplan, Pet Health Insurance Policy Terms & Conditions, page 13, Section VII. General Conditions, section 10. Screenshot taken 7/1/2016.

WE DON'T PENALIZE PET OWNERS WITH UNEXPECTED RESTRICTIONS:

Most pet owners will take their pets to their veterinarian at least once a year for a checkup, this is a good practice for maintaining your pet's health. Trupanion does require an annual dental exam, which should be part of a comprehensive wellness

Terms and conditions apply. See the policy for complete details at Trupanion.com/pet-insurance. Trupanion is a registered trademark owned by Trupanion, Inc. Underwritten by Omega General Insurance Company (Canada) and American Pet Insurance Company (USA): 6100-4th Ave S, Seattle, WA 98108



This document is designed to explain the value of Trupanion, medical insurance for pets, in a fact-based comparison format. All comparisons are based on public-facing information as of July 11, 2016. Please read the discussed company's policies for full details on their coverage.

exam, and most other companies require you to take your pet for an annual exam. Petplan, too, requires an annual wellness exam, and there's nothing wrong with that, however, what's a little concerning is that they can actually use it as a way to restrict future coverage.

Petplan requires any pet that is under the age of 6 to have been examined by a veterinarian within the past 12 months, 30 days for all pets 6 and over, at enrollment. If your pet has not been examined according to these conditions, they require that you have the exam within the first 30 days of the effective date of the policy, at your own expense. Any conditions found at this exam, even if it's past the required waiting periods, will be considered pre-existing. And any conditions related to those that may pop up in the future will also be excluded. Now, this all seems pretty standard, and it's not particularly concerning.

What is concerning is that this same stipulation applies to new policies and to your continuous coverage. If for some reason you miss that annual health check they require, that next exam will be used to determine any conditions that will be excluded. We're not sure how severely they adhere to this—what if, for instance, you are just a few weeks past due for that annual exam? It appears any conditions that may be discovered at that next annual exam will now be considered pre-existing even though you've had continuous coverage. It also seems that even previously covered conditions will now be considered pre-existing, as well.

While it's quite normal to require that a pet receive an annual health checkup, the condition of using this as a way to exclude conditions seems a bit harsh, especially in regards to renewals where the coverage is continuous with no breaks. Petplan mentions this condition at least 3 times in their policy, so clearly they are taking it very seriously, so pet owners should be very much aware of this policy stipulation.

See this is Petplan's own policy wording:

b. If **your pet** has not been examined by a **veterinarian** within the twelve (12) months prior to the effective date of the **policy** (thirty (30) days for pets age six (6) years or older) **you** must arrange to have **your pet** examined at **your** own expense within thirty (30) days of the effective date of this **policy**. Any **medical condition(s)** or **clinical sign(s)** observed or recorded during the **first exam**, and all costs associated therewith, are automatically excluded from coverage. Additionally, any conditions that are related to, caused by, or resulting from **medical condition(s)** or **clinical sign(s)** observed or recorded at the **first exam** performed after the effective date of the **policy** are also excluded from coverage. This section applies to both new policies and continuous policy years where **your pet** has not received the care described in Section VII.6.a. For the avoidance of doubt; if **your pet** does not receive its annual health check during a period of continuous coverage, the next examination will be used as the basis for determining any conditions which will be excluded from coverage.

Fetch Insurance Services, LLC, dba Petplan, Pet Health Insurance Policy Terms & Conditions, page 12, Section VII. General Conditions, section 6. Care for your Pet. Screenshot taken 7/5/2016.

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WE SUPPORT VETERINARIANS:

Trupanion prides itself on forming lasting partnerships with hospitals and veterinary staff. We know they are the experts when it comes to pet health and their recommendation of medical insurance is paramount. In fact, Trupanion's policy was created by veterinarians, and veterinarians continue to manage it.

Petplan, however, have partnerships that actually can cause erosion of a pet owner's relationship with their trusted veterinarian. For instance, Petplan partners with internet pharmacies to offer discounts on medications to pet owners. While a benefit to their policyholders, this can prompt a client to refrain from purchasing at the in-hospital pharmacy, severely affecting the hospital's bottom line. And in fact, one of Petplan's partners published an article to their thousands of members that advocated avoiding buying medicine and other items from the veterinary hospital, and instead filling prescriptions at other stores. That doesn't sound like a company that is supportive of the veterinary industry.

Trupanion never wants to interrupt or interfere with the relationship between pet owner and veterinarian, which is why we don't offer extra benefits of the kind mentioned above, why we don't offer wellness care, and why we don't dictate treatments.

We just strive to always do what is best for pets, pet owners, and veterinarians.

WE CAN PAY YOUR VETERINARIAN DIRECTLY:

We mentioned this before. But we think it's worth repeating.

Rather than the traditional insurance reimbursement model, Trupanion has changed the game and created a process that, once again, puts our members first. We can pay your veterinarian directly, before you even leave their hospital.

No more filing paperwork, no more waiting for a check — just peace of mind that you are covered.

We don't want you to pay out of pocket and we think you probably don't either. We don't want to waste your time, and we don't want you to have to worry about what's going to get covered. In many cases, our direct pay option requires no paperwork and no phone calls from the pet owner.

Ask your hospital if they have the ability to accept direct payment from Trupanion. If they don't, ask them to contact us so we can work with them to help ensure you'll have the best experience possible.



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OUR COMMITMENT

We are Trupanion. We're medical insurance for pets and we're committed to helping all pets be able to get the best medical care. We're committed to being the best value proposition for responsible, loving pet owners. And we're committed to doing what we say, to changing the industry for the better, and to focusing on what's best for pets, pet owners, and veterinarians.

We urge all pet owners to really look at the coverage Petplan is offering and make the decision that is best for their pet, for their entire life—think about the restrictions, unnecessarily long waiting periods, how they process claims to result in a lower payout for you, and their practice of birthday pricing.

Our commitment to getting this right has remained as steadfast and strong as when we first entered this industry — and it will remain that way for as long as we're here.

