

The benefits of preventative health care plans

A quiz for practice teams

This quick quiz helps you think through the real benefits of a preventative health plan – not just for pets, but for owners and your whole practice team. It's a chance to pause, reflect, and connect the dots before diving into the next steps.

Quick quiz: The benefits of preventative health plans

1. What's one of the biggest reasons clients don't follow through with preventative care?

- a) They don't value it
- b) They forget or delay because of cost and inconvenience
- c) They prefer emergency visits
- d) They don't trust veterinary staff

2. How does a preventative plan like Easy Care improve staff morale?

- a) It lets practices do fewer consults
- b) It eliminates client contact
- c) It removes pressure around financial discussions
- d) It guarantees staff bonuses

3. Which of the following is NOT a benefit of a well-promoted health plan?

- a) Increased emergency cases
- b) More predictable income
- c) Stronger client loyalty
- d) Better preventative compliance



Tip: Show a quick breakdown of what's included and the savings they can make by signing up – or point to a leaflet or poster that does.

4. What's the real purpose of promoting Easy Care to clients?

- a) To hit monthly sales targets
- b) To tie clients into long-term contracts
- c) To make care easier, more consistent, and more valued
- d) To promote add-on services

5. What's the biggest long-term win for practices that commit to a strong preventative plan strategy?

- a) Cheaper drug costs
- b) Higher staff turnover
- c) Revenue stability and client retention
- d) Reduced CPD costs



Answers

- 1.(b) Clients often delay care not because they don't care — but because of timing, cost, or decision fatigue. Plans help eliminate those blockers.
- 2.(c) When care is pre-agreed and pre-paid, the team isn't stuck trying to justify costs — they can just focus on the pet.
- 3.(a) Plans lead to fewer emergencies by catching issues earlier. If emergencies are going up, the plan isn't being used well.
- 4.(c) It's not about pushing products — it's about delivering better care with less resistance and more trust.
- 5.(c) A plan anchors your best clients, creates recurring revenue, and gives the whole practice a more stable foundation to grow from.