

Making prevention the default

A guide for practice teams

In the most successful veterinary practices, preventive care isn't treated as an optional extra. It's explained as the normal way pets stay healthy.

When care is presented this way, conversations feel simpler and owners find it easier to understand what their pet needs over time.

What “making prevention the default” means

Making prevention the default doesn't mean enrolling every client automatically. It simply means explaining preventive care as standard practice.

Veterinary teams recommend routine care because it supports better long-term health outcomes. Easy Care simply helps organise that care into a clear, predictable routine that owners can follow more easily.

Why this helps owners

Most pet owners want to do the right thing for their animals but often feel unsure about what care is needed or when. Preventive plans help by providing:

- ✓ **Clear expectations about routine care**
- ✓ **Predictable monthly costs**
- ✓ **Confidence that nothing important is being missed**

This removes much of the stress of trying to remember everything themselves.

Why this helps your team

When preventive care is presented as normal practice:

- ✓ **Convincing someone to join**
- ✓ **Overcoming resistance**
- ✓ **Securing an immediate yes**

Over time this leads to calmer consultations and better consistency in care.

How it sounds in practice

When prevention is the default, explanations stay simple and matter-of-fact. For example:

"For dogs Luna's age we usually recommend regular parasite protection, vaccinations and routine health checks. Easy Care helps organise that care into a simple monthly plan."

The care is presented as standard, and the plan is introduced as a helpful way to manage it.

Summary

- ✓ Preventive care works best when it is explained as the normal way pets stay healthy.
 - ✓ Easy Care simply helps owners manage that routine more easily – supporting better care for pets and clearer conversations for the team.
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