

What preventive care conversations are **and aren't**

A guide for practice teams

Preventive care conversations can sometimes feel uncomfortable for veterinary staff, usually because people worry they might sound like they are “selling” something.

In reality, these conversations are much simpler. They are about helping pet owners understand what their animal needs to stay healthy, and how a plan like Easy Care helps organise that care.

When the purpose is clear, these discussions become a normal part of veterinary care rather than something awkward.

What these conversations actually are

Explaining a pet's routine care

Preventive care conversations help owners understand the basics of keeping their pet healthy. This usually means explaining:

- ✓ **What routine care their pet needs**
- ✓ **When it should happen**
- ✓ **Why staying consistent matters**

Easy Care simply helps organise this routine into a structure that is easier for owners to follow.



It's not about selling – it's about feeling supported.

What these conversations aren't

Removing unnecessary pressure

These conversations are not about persuading clients or pushing them to make a decision. They are not about:

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

Once an owner understands how preventive care works and how EasyCare supports it, the decision belongs to them.



It's not about selling – it's about understanding.

Why this distinction matters

When teams approach these conversations as explanations rather than sales discussions, they become much easier.

Owners feel more comfortable asking questions, and the conversation stays calm and professional.

In many cases, clients return to the idea later once they have had time to think about it.

Where these conversations happen naturally

Preventive care usually comes up during everyday interactions such as:

- **Registering a new puppy or kitten**
- **Vaccination visits**
- **Parasite protection discussions**
- **Questions about ongoing care costs**

These are natural moments to mention Easy Care because the conversation is already about the pet's long-term care.

Summary

- ✓ Preventive care conversations are about clarity, not persuasion.
- ✓ Your role is simply to help owners understand what their pet needs and how EasyCare makes that routine easier to manage.
- ✓ Once the information is clear, the choice is entirely theirs.