



WHO'S WHO IN PET INSURANCE

Pet health insurance is a fast-growing segment of the U.S. veterinary industry, with more than \$1.5 billion worth of policies sold in 2019.

The first company in the space, Veterinary Pet Insurance, or VPI, was founded in the early 1980s by Dr. Jack Stephens, a University of Missouri graduate who had left private practice. He departed VPI before its acquisition by Nationwide, and he went on to start another insurance provider, Pets Best.

Today, almost 20 companies offer policies, six of them having entered the market since 2018. Today's Veterinary Business asked the insurers for basic information about their products so that practitioners and hospital team members can compare and contrast what's available, and speak with greater confidence when clients ask about alternative ways to pay for veterinary care. Remember that the policy details shown here are subject to change.

	ASPCA/Hartville/PetPremium	Bivvy	Companion Protect
Offering policies in the U.S. since	1997	2018	2017
Deductible range	\$100, \$250, \$500, \$750 or \$1,000 annually	\$50 per incident to \$250 annually (state-specific)	\$50 per incident in network; \$100 per incident out of network
Maximum invoice reimbursement percentage	90%	20% to 50% (varies by state)	90% in network; 100% for in-network wellness exams
Lifetime reimbursement limit	None	\$25,000	\$100,000 (all states except Illinois)
Annual reimbursement limit	Up to unlimited	\$1,000 to \$5,000	\$20,000 (Illinois only)
Incident reimbursement limit	None	None, except \$1,000 in select cases	None, except \$10,000 per joint for orthopedic claims
Definition of incident	Not available	Any illness or accident that results in veterinary care for the pet.	Treatment and care of one illness or injury within the span of seven days.
Definition of preexisting condition	Illness, disease, injury or change to a pet's health that first occurs or shows symptoms before coverage is effective or during a waiting period. This includes conditions that are related to, secondary or resultant from a preexisting condition. A condition may no longer be considered preexisting if a pet has been cured of it and without treatment or symptoms of it for 180 days, with the exception of knee and ligament conditions. If a knee or ligament condition occurs before the coverage effective date or during a waiting period, any future ones won't be covered.	A condition that first occurred or showed clinical signs before the pet's coverage started or before the end of the applicable waiting period. (Temporary conditions that start prior to the end of the waiting period are not considered preexisting conditions.)	Any acute or chronic injury, illness or other condition that was present prior to the effective date of the policy and identified on the declarations page. Acute preexisting conditions may be removed and future instances covered when the pet has been cleared by a licensed veterinarian after a six-month window with no symptoms.
Is preventive care covered?	Optional add-on	Yes	No, but wellness exams are covered in the core product.
Is a trial period offered?	Yes, but subject to availability and if a pet was recently examined by a veterinarian.	30 days	No, but customers can cancel at any time and receive a prorated refund.
Do plans use a benefit schedule?	Only for preventive coverage	No	No
Are therapeutic diets covered?	Yes, for eligible conditions	No	Yes
What oral health care is covered?	Treatment for dental illness and injuries; dental cleanings are covered under preventive coverage.	Dental treatments related to illness and trauma	Dental treatments due to accident or injury
Are exam fees covered?	Yes, for eligible conditions	Yes, including follow-up appointments associated with covered conditions	Yes
Are alternative and holistic treatments covered?	Yes	Yes, if recommended and performed by a licensed veterinarian to treat a covered illness or injury	Yes
Are cruciate injuries covered?	Yes	Yes	Yes
When are records required from the veterinary practice?	Upon the first claim	May be requested by a claims specialist if the information needed to make a claims decision cannot be provided by the policyholder	At the time of application to determine preexisting conditions and at the time a claim is filed
Are veterinarians paid directly?	This option is available.	No	Yes, if part of the company's Vetwork partnership
What sets your company apart from the rest of the pet insurance pack?	"We pride ourselves on delivering a great customer experience for pet parents. In addition, we cover exam fees for eligible conditions and deductibles are on an annual basis."	"Bivvy is refreshingly affordable and easy-to-understand pet insurance. When designing Bivvy, we spoke with thousands of pet parents who told us they couldn't afford the monthly cost of other pet insurance offerings, so we created a budget-friendly solution."	"Companion Protect is a new breed of pet insurance offering affordable and comprehensive coverage. There is no pricing or coverage discrimination based on breed. Our premium doesn't increase as the pet ages, and we're transparent about excluded preexisting conditions at enrollment."
Website	www.cfpetinsurance.com	www.bivvy.com	www.companionprotect.com



	Embrace	Figio	Healthy Paws *
Offering policies in the U.S. since	2006	2015	2010 <i>* all information gathered from online sources</i>
Deductible range	\$200 to \$1,000 annually	\$100, \$250, \$500, \$750, \$1,000 or \$1,500 annually, depending on pet's age and location	Not available
Maximum invoice reimbursement percentage	90%	100%	90%
Lifetime reimbursement limit	None	\$100,000, \$150,000 or unlimited	None
Annual reimbursement limit	\$5,000 to \$30,000	\$5,000 to unlimited	None
Incident reimbursement limit	None	None	None
Definition of incident	Not available	Not available	Not available
Definition of preexisting condition	Any injury, illness or irregularity noticed by the pet's owner or veterinarian before the end of the waiting period, even if the pet never went to see the veterinarian for it. But once a pet goes symptom- and incident-free for 12 months, coverage is available for curable conditions.	Any injury or illness whose symptoms were showing before the start of the pet's policy or during a relevant waiting period. A condition is considered preexisting whether or not it's been officially diagnosed or treated; all that matters is when its symptoms first displayed.	An illness, injury or condition that developed or redeveloped prior to the pet policy effective date
Is preventive care covered?	Yes, can be purchased in addition to accident and illness policy	No	No
Is a trial period offered?	30-day money-back guarantee	30-day money-back guarantee	30-day money-back guarantee
Do plans use a benefit schedule?	No	No	No
Are therapeutic diets covered?	Yes, for eligible conditions	No	No
What oral health care is covered?	Treatment for dental illness and injuries; dental cleanings are covered under preventive coverage	Non-routine dental care related to an accident	Care related to traumatic injury
Are exam fees covered?	Yes, under wellness plan	As a coverage option	No
Are alternative and holistic treatments covered?	Yes: chiropractic care, acupuncture, therapeutic laser, hydrotherapy and physiotherapy for 12 weeks after surgery or injury	Yes: acupuncture and chiropractic care, with annual limits based on plan	Yes
Are cruciate injuries covered?	Yes	Yes, after a six-month waiting period	Yes
When are records required from the veterinary practice?	When a claim occurs. In addition, the company requests one year of pre-policy medical history or an exam within 14 days of the policy start date for coverage to begin.	Once a claim is filed	At the time claim is filed
Are veterinarians paid directly?	No, but special arrangements can be made on a claim-by-claim basis	Only under special circumstances as a one-time event	No
What sets your company apart from the rest of the pet insurance pack?	"The biggest thing that defines Embrace Pet Insurance in terms of policy is that we don't have any riders; it's nose-to-tail coverage. We are not asking pet parents to look into a crystal ball to decide what they might need for coverage in the future. You chose your deductible, copay and yearly maximum, you decide if you want to budget for well care, and you are done. Mission accomplished.	"Figio is the only cloud-based company in the industry. Figio's Pet Cloud allows parents to manage their pet's everyday lives at their fingertips. Store records, video-chat a vet, file and track claims, set reminders and locate pet-friendly places."	"We are constantly striving to improve our plan and service. We created the first pet insurance iPhone app and did away with requiring a claim form. We made it easier to manage your policy online, add new pets, and change your policy options in our customer center. Most importantly, we seek to deliver compassionate customer service especially when you have a sick pet."
Website	www.embracepetinsurance.com	www.figopetinsurance.com	www.healthypawspetinsurance.com

	Lemonade	Nationwide *	PetFirst
Offering policies in the U.S. since	2020	1982 (Veterinary Pet Insurance Co.) * responses based on the most robust plan, Whole Pet With Wellness	2005
Deductible range	\$100, \$250 or \$500 annually	\$100 or \$250 annually	\$0 to \$2,500 annually
Maximum invoice reimbursement percentage	70%, 80% or 90%	90%	100%
Lifetime reimbursement limit	None	None	None
Annual reimbursement limit	\$5,000 to \$100,000	None	\$1,000 to unlimited
Incident reimbursement limit	None	None	None
Definition of incident	Not available	Not available	Not available
Definition of preexisting condition	Any condition a pet showed signs of, was diagnosed with or was treated for before the policy's waiting period ended.	In all states except California: any condition that began or was contracted, manifested or incurred before the effective date of the policy or during any waiting period, whether or not the condition was discovered, diagnosed or treated. In California, any condition for which a veterinarian provided medical advice, the pet received treatment for, or the pet displayed signs or symptoms consistent with the stated condition prior to the effective date of the policy or during any waiting period.	Any illness or injury that first occurred or showed clinical signs prior to the original start date or end of the waiting period, plus any related conditions
Is preventive care covered?	Yes, in Preventative and Wellness package	Yes	Optional add-on
Is a trial period offered?	No, but customers can cancel at any time.	Yes	Yes
Do plans use a benefit schedule?	No	No	No
Are therapeutic diets covered?	No	Yes	No
What oral health care is covered?	Included in Preventative and Wellness package and wellness exam.	Diagnosis and treatment of oral conditions, such as fractured teeth, periodontal disease and masses; dental cleanings and other services that might help prevent future oral conditions.	Treatment due to dental illness and injury; subject to policy limitations and exclusions
Are exam fees covered?	Accident or illness exam fees are. Annual wellness exam are included in Preventative and Wellness package.	Yes	Yes, if associated with diagnosis and treatment of coverable accidents and illnesses
Are alternative and holistic treatments covered?	Yes, but not if for treatment of a non-accident/illness	Yes, if performed by a licensed veterinarian	Yes
Are cruciate injuries covered?	Yes	Yes	Yes, after a six-month waiting period
When are records required from the veterinary practice?	May be requested by claims specialist	Records may be required at the time of enrollment or at the time of claim processing	12 months of prior medical records are requested with the first claim submission.
Are veterinarians paid directly?	No	No	No
What sets your company apart from the rest of the pet insurance pack?	"Existing Lemonade customers are eligible for a discount of up to 10% off their monthly premium when they bundle their renters or homeowners policy with a pet policy. Lemonade offers a chatbot to take users through the onboarding process, asking a series of questions and retrieving a quote in about a minute. All unclaimed value will be given to the user's preferred animal charity at the end of the year."	"With the stability of a Fortune 100 company, Nationwide is the only U.S. pet insurer offering medical and wellness in one plan and coverage for avian and exotics. Policies also include unlimited coverage for prescribed diets and nutritional supplements to treat specific conditions."	"PetFirst strives to provide assurance that pet parents can care for their furry family members if the need arises. We do this by paying claims in a hassle-free, timely manner with insurance that is clear, comprehensive and value-oriented."
Website	www.lemonade.com/pet	www.petinsurance.com	www.petfirst.com



	Pethealth/24PetWatch	PetPartners/AKC	Petplan
Offering policies in the U.S. since	2001	2002 (PetPartners), 2003 (AKC Pet Insurance)	2003
Deductible range	\$100, \$250, \$500 or \$1,000 annually	\$100 to \$1,000 annually	\$100 to \$2,500 annually
Maximum invoice reimbursement percentage	80%	70%, 80% or 90%	90%
Lifetime reimbursement limit	None	None	None
Annual reimbursement limit	\$1,500 to \$20,000	\$2,500 to unlimited	\$2,500 to unlimited
Incident reimbursement limit	None	\$500 to unlimited (varies by state)	None
Definition of incident	An identifiable accident, illness or medical condition pertaining to a pet based on onset date; also, an identifiable occasion that triggers additional benefits	A specifically identifiable illness or injury. May include multiple diagnoses when they are secondary or related. If an incident is recurring/chronic, it is considered one incident.	Not available
Definition of preexisting condition	Any condition or complication directly resulting from a condition that first occurred, manifested, displayed signs or symptoms of, was treated, diagnosed or is known by the pet owner or veterinarian prior to the pet's coverage effective date or during an applicable waiting period	Any illness or injury that occurred, reoccurred, existed or showed symptoms, whether or not diagnosed by a veterinarian, prior to the pet's original policy start date, coverage period or during the waiting period	A medical condition that first occurred or showed clinical signs before the effective date of the policy or that occurred or showed clinical signs during the policy waiting period
Is preventive care covered?	Optional add-on	Optional add-on	No
Is a trial period offered?	No	30-day money-back guarantee (depending on state)	30-day money-back guarantee
Do plans use a benefit schedule?	Only for wellness rider	Only for wellness coverage options	No
Are therapeutic diets covered?	50% reimbursement	Certain therapeutic diets in most states	No
What oral health care is covered?	Treatment for traumatically injured teeth resulting from an eligible accident; cleaning is covered with the purchase of optional wellness coverage.	Dental cleaning coverage is available with DefenderPlus wellness coverage.	Dental and all oral care for every adult tooth resulting from an injury or illness
Are exam fees covered?	Yes	Yes, if pet owner selects option	Yes
Are alternative and holistic treatments covered?	Yes: acupuncture, chiropractic, herbal therapy, homeopathy, hydrotherapy, laser therapy, naturopathy, physical therapy, rehabilitative therapy, stem cell therapy	Yes, under accident and illness base plan in most states	Yes
Are cruciate injuries covered?	Yes, on 15th day of coverage with full illness coverage	Yes	Yes, after a six-month exclusionary period for new policies
When are records required from the veterinary practice?	With first claim submission	When first accident or illness claim is submitted	At the time a claim is filed
Are veterinarians paid directly?	Yes, upon request	No	Company will send eligible reimbursement directly to the veterinary clinic as long as the veterinarian agrees.
What sets your company apart from the rest of the pet insurance pack?	"24PetWatch Pet Insurance Programs reimburses 80% of eligible veterinary costs for medications, surgeries, diagnostic tests, hospital stays and treatments. Unlike many other pet insurance companies, 24PetWatch includes coverage for the expense of costly veterinary exam fees."	"PetPartners has been the exclusive pet insurance company for the AKC since 2003 due to our dedication to promoting pet health. Our plans offer more customization, which means pet owners can choose the coverage they need to fit their budget."	"Petplan provides the most comprehensive coverage in the market hands down. We cover what most providers don't cover, like exam fees that can cost \$50 to \$250. Our policy includes additional coverages that are optional buy-ups under competitors' plans, such as telehealth visits or boarding fees at a licensed kennel or cattery if you are hospitalized due to illness or injury."
Website	www.24petwatch.com	www.akcpetinsurance.com / www.petpartners.com	www.gopetplan.com

	Pets Best	Prudent Pet	Pumpkin
Offering policies in the U.S. since	2005	2018	2019
Deductible range	\$50 to \$1,000 annually; \$2,000 available in California	\$100, \$250 or \$500 annually	\$100, \$250 or \$500 annually
Maximum invoice reimbursement percentage	70%, 80% or 90%; 50% and 60% available in California	70%, 80% or 90%	90%
Lifetime reimbursement limit	None	None	None
Annual reimbursement limit	\$5,000 to unlimited for accident and illness plans	\$2,500 to unlimited	\$10,000 for dogs; \$7,000 for cats
Incident reimbursement limit	None	None	None
Definition of incident	Not available	Not available	Not available
Definition of preexisting condition	Any illness or injury that displayed signs or symptoms, whether diagnosed by a veterinarian or not, before the policy was effective or during waiting period	Illness, disease, injury or change to the pet's health that first occurred or showed symptoms before coverage was effective or during a waiting period. This includes conditions related to, secondary or resultant from a preexisting condition.	Illness, disease, injury or change to a pet's health that first occurred or showed symptoms before coverage was effective or during a waiting period. This includes conditions related to, secondary or resultant from a preexisting condition. However, if the pet's preexisting condition is curable and the pet has been free from treatment and symptoms for 180 days, it is considered a new occurrence (does not apply to ligament and knee conditions).
Is preventive care covered?	Optional add-on	Optional add-on	Optional add-on
Is a trial period offered?	30-day money-back guarantee	30-day money-back guarantee	Certain customers may be eligible for a 30-day money back guarantee.
Do plans use a benefit schedule?	Only for optional routine care plans	Only for preventive care add-on plans	No
Are therapeutic diets covered?	No	Yes, some	Yes, some
What oral health care is covered?	Periodontal disease and traumatic fractures if proper preventive care has been performed and documented; BestWellness routine care plan also covers teeth cleaning.	Tooth extractions under accident and accident/illness coverage; reimbursement toward cleanings is provided in preventive care add-ons.	Cost of dental illnesses' treatment and tooth extractions
Are exam fees covered?	Yes, for some plans	Yes	Yes, if associated with covered conditions. Preventive Essentials Pack includes one annual wellness exam.
Are alternative and holistic treatments covered?	Yes: chiropractic and acupuncture	Yes	Yes
Are cruciate injuries covered?	Yes, after a six-month waiting period	Yes	Yes
When are records required from the veterinary practice?	With about 10% of submitted claims	Requested only if needed to process a claim	Typically when a claim is submitted; based on case details
Are veterinarians paid directly?	Yes, upon request	No	Upon request of pet owner
What sets your company apart from the rest of the pet insurance pack?	"Pets Best was founded by a veterinarian, so we understand the special bond that exists between humans and their pets. We offer annual plans, not per incident, and optional wellness plans that can be added on to any accident and illness plan."	"The simplicity of our plan. We only have a flat 14-day waiting period for any accidents or illnesses, and there are no major exclusions other than preexisting conditions. We also cover behavioral conditions as well as alternative therapy."	"Pumpkin offers best-in-class pet insurance with an optional preventive care benefit that provides the essentials that veterinarians recommend to keep pets healthy, including vaccines, parasite medication and the related annual wellness exam."
Website	www.petsbest.com	www.prudentpet.com	www.pumpkin.care



	Spot	Trupanion	Wagmo
Offering policies in the U.S. since	2019	2008	2020 (Wagmo Insurance), 2018 (Wagmo Wellness)
Deductible range	\$100, \$250 or \$500 annually	\$0 to \$1,000 per condition for the life of the pet	\$500 to \$1,000
Maximum invoice reimbursement percentage	70%, 80% or 90%	90%	100%
Lifetime reimbursement limit	None	None	\$100,000
Annual reimbursement limit	\$5,000 to unlimited	None	\$20,000
Incident reimbursement limit	None	None	\$10,000
Definition of incident	A sudden, unexpected or unintended action or event with a specific time and place	Not available	An incident is an illness, injury or medical condition.
Definition of preexisting condition	Illness, disease, injury or change to a pet's health that first occurred or showed symptoms before coverage was effective or during a waiting period. This includes conditions related to, secondary or resultant from a preexisting condition. A condition will no longer be considered preexisting if the pet's condition has been cured and free from treatment and symptoms for 180 days.	Any illness, condition or injury for which signs or evidence of their potential manifestation existed within the 18 months prior to the policy enrollment date or during applicable waiting periods	A medical condition that first occurred or showed clinical signs before the effective date of the policy, or showed clinical signs during the waiting period.
Is preventive care covered?	Yes	No	Yes, through Wagmo Wellness Plans
Is a trial period offered?	30-day money-back guarantee	When an Exam Day Offer is activated within 24 hours of a veterinary exam, the pet owner receives immediate coverage, with all waiting periods waived, for 30 days.	In selected states
Do plans use a benefit schedule?	No	No	No
Are therapeutic diets covered?	Yes, some	50% reimbursement when recommended for treatment of covered injuries or illnesses	No
What oral health care is covered?	Treatments for dental illnesses if enrolled in accident and illness plan; plans also cover tooth extraction after accidents.	Treatment for all new dental illnesses and injuries, including extractions of permanent and baby teeth, root canal treatment for canine or carnassial teeth, and endodontic treatments performed on other teeth.	Orthodontic treatment due to a covered injury or illness. Wagmo Wellness will reimburse the client for dental health care, including cleaning and extractions, up to a specified limit annually.
Are exam fees covered?	Yes	No	Yes
Are alternative and holistic treatments covered?	Yes: acupuncture, physiotherapy, chiropractic care, rehabilitative therapy, hydrotherapy and low-level laser therapy	Yes: veterinarian-recommended acupuncture, behavioral modification, chiropractic treatment, homeopathy, hydrotherapy, naturopathy and rehabilitative therapy in an optional recovery and complementary care rider available for an additional cost	No
Are cruciate injuries covered?	Yes	Yes	Yes
When are records required from the veterinary practice?	No veterinary exam or medical records are needed for enrollment	Upon enrollment	The veterinary bill and medical records are required when first submitting a claim.
Are veterinarians paid directly?	Upon request of the pet owner and veterinarian	Yes, at checkout	No, clients are reimbursed directly.
What sets your company apart from the rest of the pet insurance pack?	"With Cesar Millan as our chairman, we are focused on the entire pet health spectrum. In addition to outstanding insurance coverage for accidents and illnesses, we have exclusive content focused on the training of pets and pet parents."	"Trupanion is the only provider that can pay veterinary hospitals directly at the time of checkout, ending the need for reimbursement. Trupanion is open 24/7 (pets get sick anytime) and doesn't automatically increase rates every year because a pet has aged."	"Wagmo Insurance provides pet parents with a single, comprehensive product that covers emergency care and unexpected expenses like surgeries, X-rays, lab tests, prescription medications and cancer treatments. Submitting a claim is easy – just upload a picture of your bill and Wagmo will take care of the rest."
Website	www.spotpetins.com	www.trupanion.com	www.wagmo.io