Pawlicy Advisor

It should be easy for pet parents to do the right thing

Why would a veterinarian — who always wanted to be a veterinarian — leave clinical practice to join a pet insurance platform? For me, the answer lies in my passion for preventive care and desire to make a larger impact on the veterinary community. As the Chief Medical Officer at Pawlicy Advisor, I am on a mission to make it easy for pet parents to do the right thing for their pets' health by taking the stress out of the financial conversations that are crucial for pet owners and veterinary teams alike.

In vet school, my dream was to own a practice and focus on preventive medicine as much as possible. I have always believed preventing illness before it starts is the cornerstone of good pet care. My involvement with the Veterinary Business Management Association (VBMA) introduced me to Pawlicy Advisor, a platform dedicated to educating pet owners about insurance options for their pets. Pawlicy Advisor's neutral approach to plan comparisons and pet owner education on financial tools like pet insurance, wellness plans and veterinary financing really resonated.

COMPANY BREAKDOWN

PawlicyAdvisor

2018	YEAR FOUNDED
U.S.A. (nationwide)	SERVICE AREA
700,000	PET PARENTS SERVED
AAHA Recommended	AWARD

In clinical practice, I witnessed the all-too-common heart-wrenching decisions pet owners face due to financial constraints. I saw firsthand how pet insurance not only helped clients say "yes" to recommended treatment plans but also reduced the anxiety that surrounded treatment cost conversations. My role as Chief Medical Officer is focused on empowering veterinary teams to educate pet owners about preventive financial literacy and ensuring Pawlicy Advisor is aligned with the veterinary community.

Pawlicy Advisor's marketplace model simplifies the process for veterinary teams, enabling them to recommend pet insurance without having to be experts on the ins and outs of insurance — and without the liability of recommending the wrong plan. We simplify the insurance conversation so the veterinary team can focus on what they do best: medical care.

At conferences, we hear people say, "Oh, you're like the Switzerland of pet insurance." This sentiment is a driving factor in how we help pet owners find the right solutions for their unique needs and a key reason why the American Animal Hospital Association (AAHA) selected Pawlicy Advisor as their Preferred Business Provider for pet insurance.

My transition from clinical practice to Pawlicy Advisor was driven by my commitment to preventive care and the desire to make a larger impact. Personalized advice from the most trustworthy experts ensures pets get the best care possible — and I believe Pawlicy Advisor is helping steer the industry toward objective, easy-to-grasp education that is critical to helping pet owners do the right thing.

FOR MORE INFO: pawlicy.com/innovation

Ricky Walther, DVM, is the Chief Medical Officer for Pawlicy Advisor (pawlicy.com), the leading pet insurance marketplace. He is a small animal general practitioner who's served as an associate as well as a hospital medical director. After seeing the impact of pet insurance, he has committed his focus to the importance of having financial planning conversations to improve patient outcomes and create a more positive practice environment.