



OVMA launches first pet insurance program designed and backed by Ontario's veterinarians

TORONTO, ON, Jan. 25, 2018 – The Ontario Veterinary Medical Association (OVMA), in partnership with Petline Insurance Company, is launching the first pet insurance program designed and backed by Ontario's veterinarians. The announcement was made today at the OVMA Conference and Trade Show, with a golden retriever named Teddy becoming the first insured pet under the new program.

The OVMA Pet Health Insurance Program is designed to be easy and accessible for pet owners, offering no-surprise, complete coverage, quick (often same day) claims processing, and an industry-first 24/7 hotline to confirm coverage.

The program, which is available through OVMA member veterinarians, addresses the issues that have often plagued pet insurance in the past. Features of the program include:

- All policies are underwritten at the time they are issued, eliminating unpleasant surprises arising from pre-existing conditions.
- Complete transparency in coverage, with the program covering 80 per cent of the cost of treatment, including the examination and any applicable taxes.
- A unique, independent review process for any claims disputes.
- Reimbursements can be sent directly to the veterinary practice, so pet owners don't have to pay their entire bill upfront.

In addition, a portion of the proceeds from each policy goes to support the Farley Foundation, a charity that helps low-income pet owners in Ontario by subsidizing the cost of veterinary care for their pets.

"OVMA strongly believes that having pet insurance is the best way to plan for unexpected pet accidents or illnesses," says Doug Raven, OVMA's chief executive officer. "By offering OVMA Pet Health Insurance, we're ensuring that Ontario pet owners have access to great insurance coverage and excellent service at a reasonable price."

For more information about the OVMA Pet Health Insurance Program, or to sign up for a free, four-week trial or to request a quote, visit www.ovmapetinsurance.com or call 1.844.744.6862.



About the Ontario Veterinary Medical Association

The Ontario Veterinary Medical Association is the largest veterinary association in Canada, representing more than 4,400 Ontario veterinarians in private practice, government, academia, industry and public service. Its mandate includes the provision of economic research, continuing education, increasing public awareness, government relations and advocacy, and member services.

About Petline Insurance Company

Petline has protected almost 1.3 million dogs and cats since its inception almost 30 years ago. With a team of 150 dedicated employees who are trained and knowledgeable in all aspects of the animal health and insurance industries, Petline is the first and only licensed insurance company in Canada to focus solely on pet health insurance.