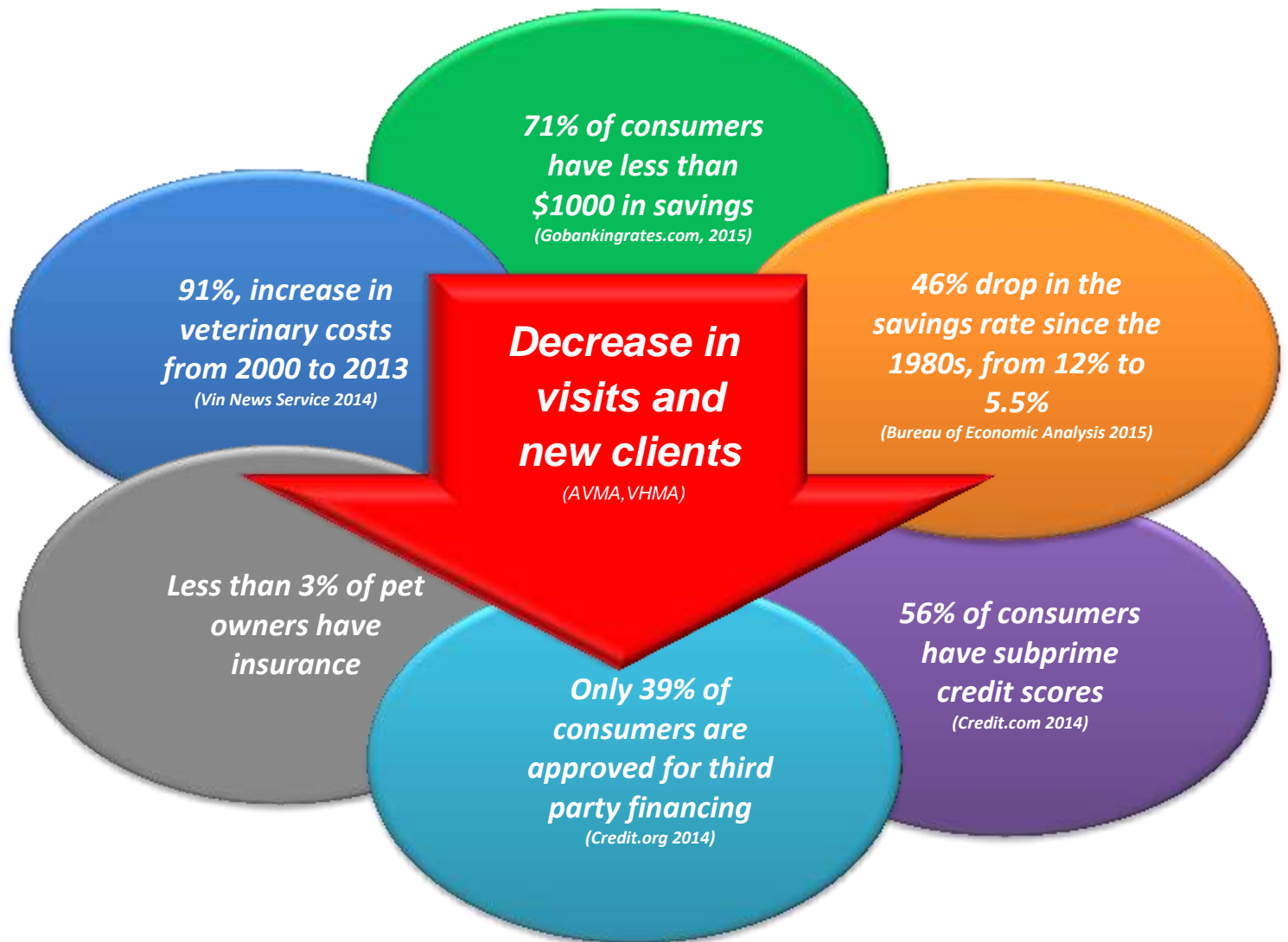


Can you afford to ignore these facts?



For the first time in history, the percentage of *middle* income households has dropped below the combined *lower & upper* middle income households.

(Pew Research Center Dec 2015)

- No matter how much you forward book
- No matter how well you leverage social media
- No matter how well you educate about preventive care
- No matter how well you communicate value

If pet owners do not have better payment options how will your practice grow?



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