



# WHY PETZEY?

THE EMPLOYEE BENEFIT THAT SOLVES REAL PROBLEMS

## THE REALITY OF YOUR WORKFORCE

Today's employees aren't just looking for competitive salaries; they're seeking employers who understand and support their whole lives. With 71% of U.S. households owning a pet, approximately 94 million families are juggling pet parenthood alongside their professional responsibilities. These aren't peripheral stakeholders in your workforce: they're the majority. Nearly one-third of all pet parents are millennials, and Gen Z— the newest workforce entrants— increased their pet ownership by 43.5% in 2024 alone, with 70% owning two or more pets.

### THE HIDDEN PRODUCTIVITY CRISIS

When an employee's pet has a health concern, 75% struggle to focus at work. With the majority of veterinary visits occurring during the workweek, your employees are constantly choosing between their pet's health and their work commitments. The result? Either absenteeism (taking half-days

or full days for vet appointments) or presenteeism (physically present but mentally absent, worried about their pet).

Traditional solutions don't solve this problem. Pet insurance addresses major expenses but requires upfront payment with later reimbursement, excludes pre-existing conditions, and doesn't help with the everyday questions that arise between emergencies. Insurance covers the 10% of situations involving major medical expenses— it doesn't address 90% of daily concerns that

distract employees.

## WHAT MAKES PETZEY DIFFERENT

### Immediate Access During the Workday

Connect with licensed veterinary professionals in an average of 60 seconds via video or phone call—available 24/7, 365, including nights and weekends, in all 50 states. Employees can get expert guidance during a lunch break or between meetings, rather than taking time off work. Research shows that 90% of pet health issues can be resolved online via telehealth.

### Dramatically Higher Utilization Than Other Benefits

Human telehealth services see 1-3% utilization in the first year. Pet telehealth consistently achieves 35%+ utilization—more than ten times higher. Why? Because pets can't tell us what's wrong, making the threshold for seeking expert advice much lower. High utilization means employees actually value and use this benefit, translating directly into improved retention and satisfaction.

### Universal Coverage That Includes Everyone's Pets

Unlike traditional pet insurance that excludes pre-existing conditions, imposes age restrictions, or limits coverage to certain species, Petzey serves every companion pet: dogs, cats, birds, reptiles, and pocket pets (hamsters, gerbils, mice, rats, guinea pigs, and ferrets). Whether your employee has a senior cat with arthritis, a puppy with anxiety, a rabbit or a bird, they all receive the same high-quality care. This matters—approximately 20% of pets aren't cats or dogs, and 30% are over eight years old.

### Measurable Emergency Reduction

91% of people who would have otherwise gone to the emergency room in-person avoided it altogether when they had access to pet telehealth. This prevents unnecessary stress for pets, saves employees significant money, and reduces strain on already-overburdened emergency veterinary clinics.

## THE BUSINESS CASE IN NUMBERS

The ROI is clear across multiple dimensions:

- **Reduced Absenteeism:** Virtual consultations take 10-30 minutes versus half a workday for traditional appointments
- **Decreased Presenteeism:** Immediate access to veterinary guidance provides peace of mind, allowing employees to refocus on work
- **Enhanced Recruitment:** Comprehensive benefits that include pet telehealth help you stand out in competitive talent markets, particularly with younger workers who view pets as family
- **Improved Retention:** Benefits that employees actually use (35%+ utilization) create stronger loyalty to the organization
- **Lower Overall Healthcare Costs:** Pet ownership saves the U.S. healthcare system \$22.7 billion annually through stress reduction, lower blood pressure, increased physical activity, and mental health benefits—supporting pet health supports employee health

## **SIMPLE IMPLEMENTATION, POWERFUL RESULTS**

There's no complex enrollment process, no individual underwriting, no claims administration. You provide the benefit, employees download the app, and they're connected to licensed veterinarians. The cost structure is affordable and straightforward, based on employee count, with no surprise expenses.

## **A STRATEGIC INVESTMENT, NOT JUST A PERK**

Pet telehealth isn't replacing traditional veterinary care or insurance— it's complementing them by filling critical gaps. It provides after-hours support, second opinions, and geographic equity regardless of whether employees live in cities or rural areas.

Most importantly, offering Petzey signals that your organization recognizes that family comes in all forms and that employee wellbeing extends beyond the office. In an era where every benefits dollar must justify itself, pet telehealth clears the bar easily through improved productivity, reduced turnover, and enhanced employer brand.