

ASPCA Launches Pet Health Insurance Plan

Animal welfare organization wants to help pet owners control veterinary costs while providing proper pet care.

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The American Society for the Prevention of Cruelty to Animals (ASPCA) has introduced its new pet health insurance designed to help pet owners control the costs of veterinary care for their companion animals. The ASPCA Pet Health Insurance will offer coverage for routine wellness care as well as for unexpected accidents and illnesses.

“The ASPCA is committed to constantly trying to improve the quality of life for pets and pet parents,” said Ed Sayres, ASPCA president and CEO. “Veterinary costs are an important part of animal care and have been rising by approximately six percent annually. Too often, pet parents are faced with an impossible choice: the health, sometimes survival, of their pets or their financial well-being. No one should have to make such a decision.”

The ASPCA’s insurance partner is Petsmarketing Insurance.com Agency Inc., a wholly-owned subsidiary of the Hartville Group Inc. The Canton, Ohio, company operates its own call center and underwriting divisions.

“We were very excited to develop this unique offering for the ASPCA,” said Dennis Rushovich, Hartville Group CEO. “During the development process, we made sure to keep anti-cruelty at the forefront.” This commitment to anti-cruelty is reflected in the plans’ coverage. For example, procedures to which the ASPCA is opposed — such as declawing — are not covered by the pet health insurance plans.

For more information about ASPCA Pet Health Insurance or to get a free quote, visit the website.