

Veterinary Pet Insurance

Update – First Quarter 2010

- In January, VPI's annual Top 10 Most Common Pet Names press release sparked more interest than ever before, as reporters nationwide wondered if a "Twilight" effect caused the name Bella to surpass the name Max in pet name popularity. (Bella is the main character in the popular fiction series "Twilight.") News outlets from MSNBC.com to the New York Post cited VPI as both the nation's oldest and largest provider of pet health insurance and the source of the compelling pet names data.
- The public relations team also used VPI's valuable pet names data to analyze the number of pets named after Super Bowl athletes in honor of the championship football game (featured in the Wall Street Journal and USA Today), the number of pets named after U.S. presidents in honor of President's Day (featured in the Chicago Tribune), and the number of pets named after Irish beer and whiskey in honor of St. Patrick's Day (featured in the New York Times' About.com and Steve Dale's "Pet World" blog).
- In February, VPI reported on the Top 10 Most Common medical claims for pets in 2009. This information was featured on numerous pet health Web sites and helped to further establish VPI as a leading source of information on pet health.
- In March, VPI analyzed its database of exotic pets and announced that the company recently reached 5,000 in-force exotic pet policies. VPI remains the only pet health insurance provider to insure birds and exotic pets, a fact highlighted in several outlets that reported on the data.
- VPI's most unusual claims/Hambone Award campaign also continues to generate positive media coverage in 2010. Recent nominees include a Jack Russell terrier that was attacked by a carnivorous Australian lizard, a Labrador that attempted to fetch a stick and pierced his tongue, and another Labrador that ate 23 packets of instant breakfast mix (www.VPIHamboneAward.com). These stories serve to educate pet owners on the unexpected nature of pet accidents and the ability of pet insurance to defray treatment costs.
- The public relations team is looking forward to April and VPI's 3rd annual Pet Parent's Day campaign. Leading up to Pet Parent's Day (April 25), VPI will highlight inspiring stories of amazing pet parents at www.facebook.com/veterinarypetinsurance and offer free Pet Parent's Day e-cards at www.petparentsday.com.