

WELLNESS MEMBERSHIP PLAN

CASE STUDY: FOOTHILL ANIMAL HOSPITAL

OVERVIEW

Foothill Animal Hospital asked for help crafting a wellness plan for their veterinary medicine practice to stand apart from heavy competition in the area. After consulting with the practice, we designed a custom membership program the practice would sell to the owners of their patients. The new Wellness Rewards membership, priced at \$80 per year, provides members with 2 exams that can be redeemed anytime during the membership cycle and 10% cash back rewards on all products and services. In addition, 2% of all sales activity is donated to one of four well-known animal charitable foundations of the member's choice. After 2 years of implementation, the practice has grown tremendously across every target metric. Foothill observed an increase of more than \$200k in total revenue that was directly attributed to this innovative new membership program.

2 YEAR PERFORMANCE HIGHLIGHTS (Data displayed as of 1/22/2015)

of Membership Sales: 1,017 • Membership Fees Collected: \$81,200 • Sales Volume from Members: \$1,254,180.12
Total Payments Increased: 28% • Invoice Count Increased: 24% • # of Visits per Client Increased: 30%
Fundraising Donations from Members: \$23,142.78

FOOTHILL ANIMAL HOSPITAL
Wellness Rewards Card
29040 Portola Parkway
Lake Forest, CA 92630
FoothillAnimalHospital.com
949.380.1255

average spending per client went up **35%** from \$532 to \$671

Our Wellness Rewards Membership is a proactive approach to rewarding pet owners for giving their pets the best chance to live a long and healthy life. We have developed a rewarding membership plan that will make it easier on your budget and support a greater cause at the same time.

Membership Benefits:

- Instant Rewards of 10% Cash back that will be loaded automatically on your membership card with every purchase and can be used like real money towards future services.
- With every dollar you spend at Foothill Animal Hospital we will donate 3% of the total bill to the Animal Health Foundation and do it with complete transparency and accountability through our membership platform.
- Two examinations (illness or wellness) every year. A \$120 Value!
- A complimentary nail trimming during your pets birthday month.
- Many other exclusive benefits that members will get throughout the year.

Why Wellness?

- Because an ounce of prevention is better than a pound of cure. Early detection of illness is essential for pets and regular examinations can help detect the early signs of disease. Sadly, far too many owners are waiting to have their pets examined until it's too late.
- Healthy animals make healthier humans! Many studies have proven the emotional and physical benefits that pets bring us, from lowering depression to having an increased sense of purpose. The impacts that pets have on us are immeasurable!



FOOTHILL ANIMAL HOSPITAL

Dee Allen, RVT, CVPM

"The results of this program have far exceeded our expectations. The positive impact with both our team and our clients has been amazing, and we have the numbers and reviews to back it up."