



## ShelterCare to 24PetWatch - What you need to know!

### Connie's Weekly Newsletter

While the holiday season is a busy time for everyone – especially within the shelter channel, I can't stress enough the importance of the upcoming rebrand changes from ShelterCare to 24PetWatch. These changes, which are set to take place on December 27, 2012, will benefit you, your adopters and the thousands of animals that are in need of their forever home. The high-level changes include:

- Based on feedback from your colleagues, a single 7-day confirmation period for all adopters – this provides ample time for adopters to decide on which insurance coverage is best for them and is a significant increase for those who previously only had 3 days to choose insurance for their newly adopted pet
- Adopters now have three ways to take advantage of this opportunity:
  - Calling 24PetWatch at 1-866-597-2424
  - Registering their pet online at 24PetWatch.com
  - Clicking a link in an email sent to adopters from 24PetWatch
- There is a new and simplified naming convention for 24PetWatch's three core policies:
  - 24PetWatch Standard
  - 24PetWatch Select
  - 24PetWatch Elite
- Our new tagline, 24PetWatch – Pet Protection Services better captures the breadth and depth of services that we offer to animals through every stage of their lives
- A recently updated post-adoption communication cycle with new pet owners ensures timely and relevant information is shared on all aspects of pet insurance and microchipping
- All adopters who provide an email address and have a microchipped pet registered through PetPoint receive a 30-day gift of insurance
- Adopters who do not provide an email address will now receive a promotional credit that can be used towards the purchase of any of our core insurance policies.

All changes listed above will help reduce brand confusion and improve and simplify the adopter's experience as it relates to insurance.

The rebrand captures a simple, but critically important message: owners whose animals are covered with 24PetWatch can rest easy knowing that their pet is covered with the industry's best microchipping and insurance company provider.

As a valued partner in the animal welfare industry, the success of our rebrand depends heavily on your participation. In preparation for the changeover in the new year, we kindly ask that you:

- Dispose of any ShelterCare branded material – this includes, pens, tear sheets, posters and all adopter collateral
- Ensure that your employees and volunteers are aware of the changes and communicate this information to adopters
- Please note that our support phone numbers and email and street addresses will remain the same

This is an exciting milestone for Pethealth. We look forward to continue working together to successfully launch and sustain the 24PetWatch brand within the pet adopter community.

Sincerely,  
Connie Howard  
Director Animal Welfare Relations  
Pethealth Inc.  
Office: 1-866-630-7387 ext 617  
Mobile: 1-720-459-0959  
Email: [connie@petpoint.com](mailto:connie@petpoint.com)