

Welcome to the Nationwide® Pet HealthZone®

A timesaving digital platform that
will transform client education

As a veterinary healthcare team member, you know client education is important—but your time is limited.

Imagine if your team had access to:

- A tool that explores individual pet health risks, depending on breed and life stage
- A resource to facilitate hard conversations about diagnosis, treatment, and the cost of care
- A platform that helps pet families understand the breed they have (or want to add to the family)

You'll find all that and more in the Pet HealthZone, a free dynamic digital platform powered by Nationwide.

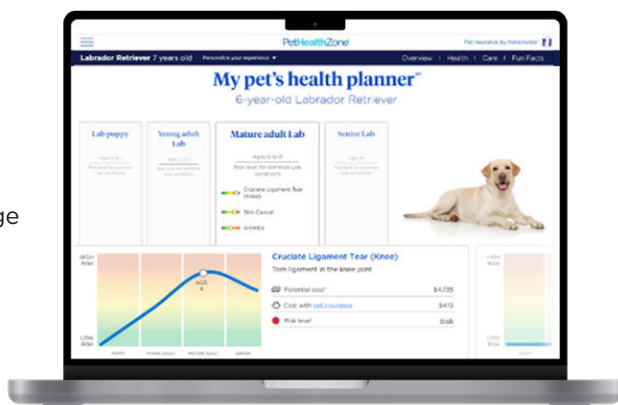


Leveraging claims data from millions of pets, the Pet HealthZone delivers in-depth, personalized health and care information that will transform the client education experience. Go to ThePetHealthZone.com to learn more.

PetHealthZone®

With just a few clicks, pet parents can access their pet's unique health profile, including:

- High-risk health conditions by breed and life stage
- Preventive and early detection measures
- Estimated costs to manage expectations
- Coat care, exercise, and training tips
- Fun facts and more!



**sound
byte**



Nationwide®

What if every client who walked into your exam room was armed with data-supported knowledge about the health conditions their pet is most likely to face?

How would your conversations change if clients knew*:

- Lab puppies are 6x more likely to have a foreign body ingestion compared to other dogs
- Young adult Cocker Spaniels are 16x more likely to have cherry eye than other dogs
- Senior Westies are 8x more likely to have diabetes mellitus than other dogs

The Pet HealthZone® supports veterinary healthcare teams by:

- Directly educating clients on health risks their pet may be facing
- Sparking conversations about at-home care and early detection
- Providing evidence-based insights far better than internet search results
- Increasing your team's effectiveness in providing targeted care recommendations



Harness the collective expertise of Nationwide's veterinarians, breed specialists and data analysts so your team can focus on providing more care for more pets. Go to ThePetHealthZone.com to learn more.

*Data on file, Nationwide®

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Put personalized pet health insights into your clients' hands

Energy level
[Progress bar: 25%]
[Icon: Dog]

Bark level
[Progress bar: 75%] Very vocal
[Icon: Dog] Talkative
[Icon: Dog] As needed

Lifespan
12 to 14 years
[Progress bar: 50%]
0 20

Coat maintenance
[Progress bar: 50%]
Low effort High effort

Size
22 to 26 inches tall
[Icon: Dog] [Icon: Person]

Weight
50 to 70 lbs
[Progress bar: 50%]
0 100

sound byte

CHECK-OFF &
ECHO NOTES

Be an effective team with pet owners: Starting a conversation.

If engaging in an initial discussion, start with:

I see you're here for Rex's first puppy visit. I know you want to take the best possible care of Rex, and learning more about his health risks, based on his breed and age, is a great first step to take.

State the solution.

Let's enter Rex's age and breed in the Pet HealthZone®—it's like a crystal ball that can tell us what might be in Rex's health future. But because it's based on decades of pet health data from Nationwide®, it's a very reliable resource. (Plus, the platform is really fun!)

Make your decision.

As Rex gets older, his health risks and care needs will change, too. The Pet HealthZone® can help you recognize not only what to expect now, but what we should watch for down the road. I'd encourage you to play around and explore Rex's profile, and then I can answer any questions you might have.