

The Veterinary Voucher Scheme.

The Veterinary Voucher Scheme is being prepared for its launch nationally. The questionnaire is being sent to all vet practices so that our planning reflects the needs of yourself and your profession. Your response is important and only takes a few minutes to complete so please return the form to us promptly. We shall keep you informed of the developments and meantime summarise its outline.

The Veterinary Voucher Scheme is aimed principally at the small animal and pet market and will enable owners to purchase vouchers towards the cost of veterinary treatments and products redeemable only at veterinary establishments.

The benefits to veterinary practices include:

- Increased business – the fear of the cost of professional treatment is reduced and owners will be more willing to enter the surgery.
- Bills could be paid promptly.
- Unpaid bills reduced in number.
- Professional satisfaction from treating animals that might have been otherwise neglected.
- Possible commission from voucher sales.
- People other than pet owners enter the surgery to buy vouchers for family and friends.

The proceeds from the sale of vouchers will be secured in a bank deposit account to guarantee funds for redemption. Unsold vouchers will be redeemed on return. Veterinary vouchers will operate as a Charitable Trust but a limited company – Veterinary Vouchers Ltd for trading of the vouchers and stamps. Profits from the sale of the gift cards will be used to establish a discretionary fund to which application may be made for assistance with veterinary fees in needy cases.

The Questionnaire.

The questionnaire is in two parts. Part A seeks your opinion about the scheme and your answers will enable us to assess the demand of the scheme. Part B asks additional questions about your practice, the answers to which will assist us in planning the implementation of the scheme. Thank you for your time.

Part A.

- How useful do you think vouchers will be in helping your clients pay your fees?

Very useful _____ Fairly useful _____ Not very useful _____

- Would you be willing to stock and sell the vouchers?

Yes _____ No _____

- Would you be willing to accept vouchers in payment of fees?

Yes _____ No _____

Part B.

- What value of vouchers might you take for your first order?

£25 _____ £50 _____ £100 _____ Other _____

- How would you describe your practice?

Small animals _____ Large animals _____ Mixed _____

- How would you describe the catchment area of your practice?

Rural _____ Urban _____ Inner city _____

- Does your practice:-

Accept and promote pet insurance? Yes _____ No _____

Operate a discount scheme? Yes _____ No _____

Thank you for your time.