



MISSION
ANIMAL HOSPITAL



The Impact of Spectrum of Care Medicine on Pets and Families



Thank you to the ASPCA for their partnership and support of this research

ASPCA

Spectrum of Care: a definition

In a "Spectrum of Care" mindset, the standard of care will **"reflect a continuum of acceptable care that takes into account available evidence-based medicine, client expectations of care, and financial limitations that may limit diagnostic and treatment options."**¹

Spectrum of Care is offering the "gold standard" approach as **Option A**, but also offering an **Option B** and **Option C** supported by evidence-based medicine, focused on pet quality of life and a "do no harm" approach.

1. Block G. A new look at standard of care. JAVMA 2018;252(11):1343-1344.



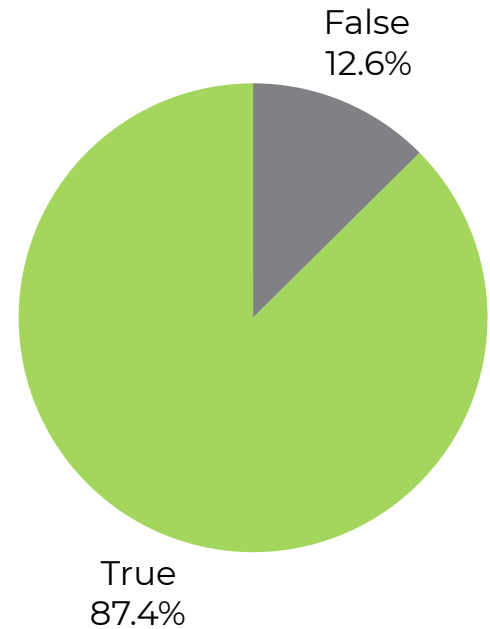
Practicing Spectrum of Care makes pet owners feel involved in their pet's care

99.4% stated that they believe **"Being presented with multiple treatment options makes me feel involved in decisions about my pet's care."**

Mission clients recognized that they were presented with multiple treatment options

87.4% of stated that at their **"most recent visit to Mission Animal Hospital, the veterinary staff discussed more than one treatment option with me."** 12.6% responded false to this question, varying from 11% for urgent care clients, and 13% for appointment clients.

This an acceptable percent of clients responding false to this question. In reality, there are times when multiple diagnostic or treatment options are not medically appropriate.



Pet owners are more likely to be referred to a Spectrum of Care practice for emergent issues

51% of urgent care clients were referred to Mission by another veterinary clinic, opposed to 13% of appointment clients referred to Mission by another veterinary clinic.

“The staff was incredibly kind, transparent and informative, hands down the best veterinarian care in my experience”

—Mission client

Being able to receive multiple treatment options was among the reasons clients chose Mission Animal Hospital for their pet’s care

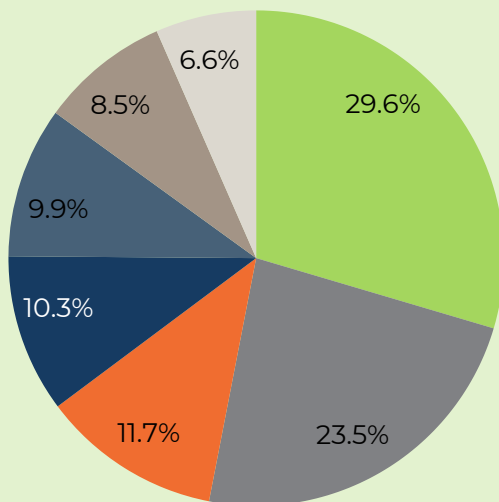
41% of all responses reported that a “wide variety of treatment options” was among the reasons they chose Mission Animal Hospital.

83.4% chose Mission because of “Lower prices”; 69.5% for “High-quality care”; 46.4% for “Ability to walk in without an appointment”; 42.4% for “Payment plans”; 41% for “Evening or weekend hours”; 12.5% for “Other”.

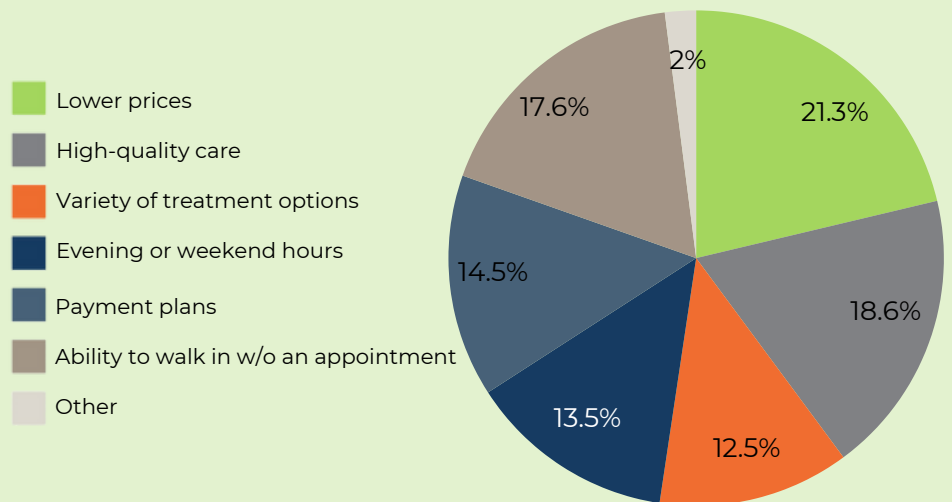


Pet owners’ reasons for selecting Mission Animal Hospital

Appointment clients



Urgent care clients



May pet owners prioritize pet care over other essential cost of living expenses.

82.3% of clients reported that they were concerned about affording rent/mortgage, enough food for themselves and their family, gas/transportation, utilities, or their own health care costs in addition to their pet's care.

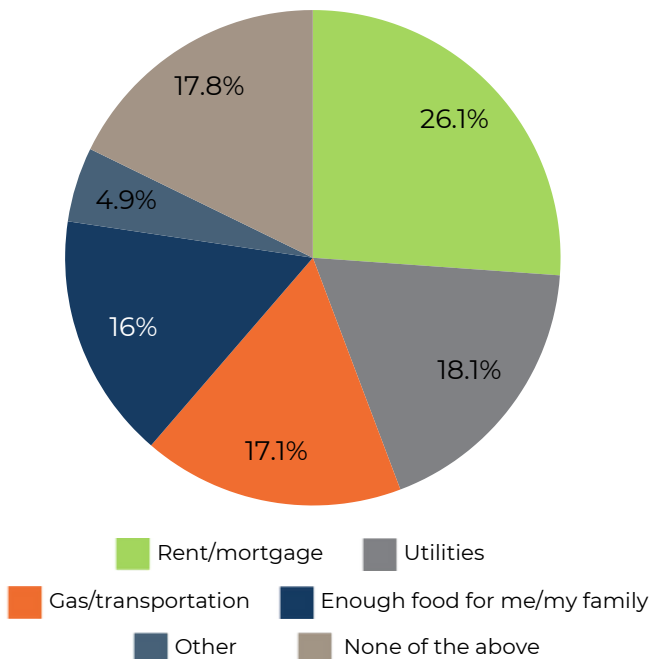
“The staff at Mission were so kind, supportive, and comforting. It made me feel seen and heard and like I had a say in my cat's care. Chicken is doing better and better every day!”

—Mission client

“I received more information about Simon's condition with his teeth. Such thoroughness in treatments and everything written down for me. Dr. Flint could not have been more kind and explained in terms I understood.”

—Mission client

Pet owners' financial concerns





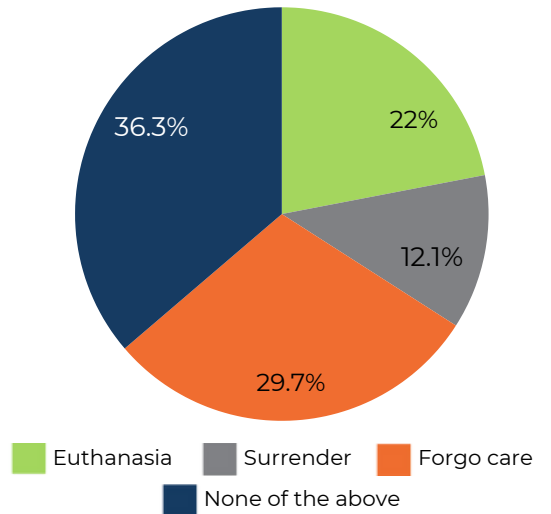
Spectrum of care practice provides an alternative to financial euthanasia, surrender, or forgoing care, particularly with emergent situations

Of the urgent care clients participating in the study, a total of 63.7% reported that if they hadn't come to Mission Animal Hospital, they would have considered euthanasia (32.3%), surrender (12%), or forgoing care (29.7%).

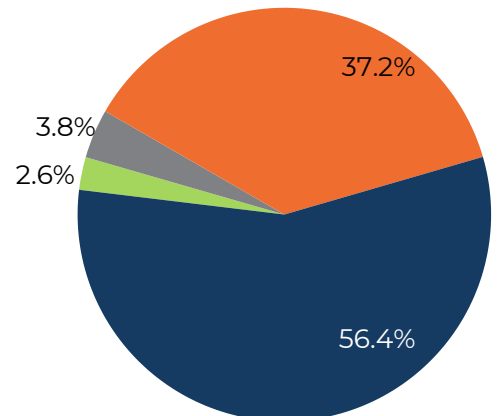
Fewer appointment clients would consider these alternatives. 37.2% would consider forgoing care, 3.8% would consider surrender, and 2.5% euthanasia.

Our conclusion is that providing a Spectrum of Care for emergent cases provides the greatest impact on lives saved and families kept together. While the impact of providing a Spectrum of Care for wellness and general practice appointments creates a greater opportunity for pets to receive regular veterinary care.

Urgent care clients



Appointment clients



“Mission saved my pets life. I would not have been able to afford the surgery and after care, meds, and overnight stays for 3 days and 2 nights, and the tests. They are life savers.”
—Mission client

METHODOLOGY

This report was produced with results from an opt-in survey provided to Mission Animal Hospital clients three days following care through our urgent care service or appointment service. The survey excluded pets who were seen for advanced surgery practice, high-quality high volume spay neuter, or general surgery. The rationale for excluding these services is that clients with pets seen for these services have already determined a course of treatment, and would not be provided additional options going forward.

151 anonymous responses were collected in March 6-May 5, 2024. The survey was sent to a total of 1,556 clients between March 5, 2024 and May 5, 2024 (response rate of 9.7%). Of the responses, 75 responses were from clients with pets seen on urgent care service, and 76 were from clients with pets seen on appointments service. Margin of error is 8%.

Survey questions:

1. Please rate your recent experience at Mission Animal Hospital (1-5)
2. Being presented with multiple treatment options makes me feel involved in decisions about my pet's care. (True or False)
3. At my most recent visit to Mission Animal Hospital, the veterinary staff discussed more than one treatment option with me. (True or False)
4. For my most recent visit to Mission Animal Hospital, I was recommended to Mission by another veterinary clinic. (True or False)
5. At my most recent visit to Mission Animal Hospital, I participated in the following: a) Mission discounted pricing; b) No-interest payment plan; c) Client Support resources; d) Other; e) None of the above
6. In considering the cost of care for my pet during my most recent visit to Mission Animal Hospital, I was concerned about affording the following: a) Rent/mortgage; b) Utilities; c) Gas/transportation; d) Enough food for me/my family; e) Other; f) None of the above
7. I chose Mission over other veterinary hospitals for the following reason(s): a) Lower prices; b) High-quality care; c) Wide variety of treatment options; d) Evening or weekend hours; e) Payment plans; f) Ability to walk in without an appointment; g) Other
8. If I hadn't come to Mission, I may have had to: a) Forgo veterinary care; b) Surrender my pet; c) Euthanize my pet; d) None of the above

