

What makes a horse owner's pulse race?



Over half of horse owners are stressed by a bill less than

\$1,500



A year's worth of horse care can cost as much as

\$36,851



Horse owners underestimate their yearly costs by up to

363%



Horse owners who don't know what financing options their veterinarian provides:

54%



Throughout a recreational horse's lifetime, expenses can add up to

\$412,001



Horse owners who will keep their horse for a lifetime:

90%

The Challenge:

Equine costs can trigger stress in horse owners.

It's no secret that horses hold a special place in their owners' hearts. In fact, the Synchrony Equine Lifetime of Care study revealed that more than half of horse owners consider their horse a member of the family. That being said, stress can come with any relationship—even more so when finances come into play, and many horse owners aren't aware of the cost that comes with a lifetime of equine care.

Understanding the emotional, psychological and financial factors associated with horse ownership can allow you to better empathize with clients and help prioritize their needs—and the needs of their horse. Read the whole study to learn how clients might be feeling before, during and after veterinary appointments at equinelifetimeofcare.com.

The Solution:

Friendly, flexible financing can help clients be prepared in a heartbeat.

The CareCredit health and animal care credit card helps give clients a way to pay over time for the services and products you offer. They can use it for wellness exams, vaccinations, emergency care and more—and your practice receives payment in two business days. It's a financing solution that can ease horse owners' anxiety around payment and empower you to have stress-free cost conversations so you can both focus on giving your patient a *lifetime of care*.



Scan to go to the Equine Lifetime of Care study.

Get started for free by calling 844-812-8111 and mention code MEV0823VA.

Source: CareCredit Equine Lifetime of Care Study, 2023.

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