

# About Banfield

- Our Story** Banfield, The Pet Hospital® was founded in Portland, Oregon in 1955, with a commitment to making human quality medical care accessible to Pet owners. Today, we're driven by the same goal that has always inspired us: Making life better for families.
- Our Vision** To make life better for families, we give Pets the same care we want for ourselves, making Pet health affordable, strengthening the value of Pets in families, teaching how better Pet care maximizes lives, and stopping euthanasia by keeping Pets healthy. In short, we treat your Pet like family.
- Our Locations** Banfield is the nation's largest private veterinary practice, with more than 745 full-service hospitals across the country, two in the U.K. and one in Mexico. Our transferable services make it easy to continue your Pet's coverage to any of our hospitals if your family relocates.
- Our Team** Banfield employs more than 2,000 veterinarians, and more than 10,000 associates nationwide. Banfield helps approximately 6 percent of the nation's cats and dogs each year (about 4 million Pets annually).
- Our Service** Banfield's state-of-the-art hospitals provide the finest doctors and a comprehensive range of superior medical services, including preventive care, surgical treatment, education about maximizing Pet lives through better health care and comprehensive Pet health Optimum Wellness Plans. Banfield hospitals provide a modern, full-service lab, x-ray machine, and human-quality Sevoflurane anesthesia.
- Our Hospitals** Making Pet healthcare convenient is important to Banfield, so we operate our full-service hospitals inside PetSmart, which is easy access for families already out shopping with their Pets. Our hospitals also are open convenient hours on evenings and weekends so Pet owners can always find the time to give their Pets proper care.
- Our Software** Banfield hospitals use a proprietary medical software system called PetWare® to ensure quality, consistent care. Our nationwide medical database of Pet health records is linked, making it easy for doctors to find Pet records when clients relocate. Banfield currently is cooperating with Purdue University to use PetWare® to develop a national surveillance system that will provide early-warning alerts of bioterrorist activity.



*Pet owners can locate the nearest Banfield at 1-800-768-8858 or by visiting [www.banfield.net](http://www.banfield.net).*

# Optimum Wellness Plans®

**Banfield Optimum Wellness Plans®** make it easy to care for your Pet proactively, detecting problems early for a longer, healthier life. More than 2 million clients across the country have enrolled in the plans, which are designed to help your Pet live longer through affordable and convenient preventive care. The Plans aim to:

- Keep your Pet safe from preventable diseases
- Detect abnormalities early enough for effective, inexpensive treatment
- Schedule checkups and procedures at the appropriate times
- Reduce the overall cost of care

## **Preventive Care**

Preventive care, the driving inspiration behind our practice, is medicine that goes beyond treating illness to eliminate problems before they happen. It requires close attention to details such as vaccinations, dental hygiene and nutrition.

## **Comprehensive and Cost Effective**

Optimum Wellness Plans are designed to save you money on the routine medical needs of your Pet. An affordable alternative to Pet health insurance, there are several plans offering different services for your puppy, kitten or adult Pet. The Plans include an array of important preventive care services, free office visits for life, and substantial discounts on other veterinary services. When you enroll, you have the option to pay the annual membership fee in advance or make low, monthly payments.

## **Nationwide Locations**

Banfield's more than 745 locations nationwide make it easy to continue your Pet's Plan should your family relocate.

## **How Are Optimum Wellness Plans Unique?**

Optimum Wellness Plans are not insurance. The services are always needed and may be used. They are designed to help make Pet healthcare more affordable by offering packages of preventive care services at a discount. Wellness Plans include a variety of services, including free office visits for life, regular exams, vaccinations, dental care, lab work and discounts on other veterinary services not included in the Plans.



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## Our Story

**Banfield, The Pet Hospital®** was founded in 1955 by Dr. Warren Wegert with a commitment to making human quality medicine accessible to Pet owners. In our hometown of Portland, Oregon, Banfield became known for its legendary client service and lifesaving veterinary medicine. By the early 1990's, three generations of Pet owners had come to know and trust the Banfield team, making Banfield one of the leading private veterinary practices in the nation.

Our practice's reputation for innovative and caring approaches to veterinary healthcare led to a unique opportunity. PetSmart®, the nation's largest retailer of Pet related products, services and solutions for Pets and their parents, asked us to help bring high quality veterinary care to PetSmart® customers by opening Pet hospitals in many store locations.

This partnership has fueled the growth of our practice, which is now the largest private veterinary practice in the world.

Today, all Banfield Pet Hospitals provide the same high quality of care and the same love of Pets that made our original hospital a critical part of the neighborhood for half a century. Over the years, Banfield has become an innovator of things like our Optimum Wellness Plans (now in place for two decades), the first and still most extensive Quality Assurance Program in the profession and now superior anesthetic devices and protocols. And we continue to be driven by the same goal that has always inspired us: Making life better for families, which is...

- Giving Pets the same care we want for ourselves
- Making Pet health affordable
- Strengthening the value of Pets in families
- Teaching how better Pet care maximizes lives
- Stopping euthanasia by keeping Pets healthy

Put simply, treating your Pet like family.



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## John Payne, MBA

John Payne, MBA, is president and chief executive officer (CEO) of Banfield, The Pet Hospital. John joined Banfield in April 2005 as senior vice president of practice development, which included supervision of branding, marketing, public relations, direct and consumer sales, supply chain, and purchasing and logistics. Since joining Banfield, John has helped Banfield grow through numerous initiatives, including his involvement in veterinary recruitment, strengthening of industry partnerships, led the development of a new digital X-ray technology, creation of the Hannah<sup>®</sup> Pharmaceutical private label brand for our practice, and streamlining of the practice's logistic processes with MWI Veterinary Supply. Before taking on his new leadership role, John served as executive vice president of the practice.

Prior to joining Banfield, John served successfully as president and general manager, North America, of Bayer Healthcare's Animal Health Division and was part of the Global Healthcare Leadership Team. In his 18-year tenure with Bayer, John oversaw the introduction of Advantage<sup>®</sup> flea control and K9 Advantix<sup>®</sup>, which became the leading flea control products sold by veterinarians. John also led the consolidation of Bayer's Kansas City facilities to one location, fostering better teamwork and communication, and increasing overall productivity.

In 2004, John won the Distinguished Service Award from Kansas City University of Medicine and Biosciences, and another award for Distinguished Business Leadership from Park University in Parkville, Mo. Since 1999, he also has been recognized with awards from the American Veterinary Medical Association, CENSHARE (Center to Study Human-Animal Relationships and Environments at the University of Minnesota), and the FBI Citizen's Academy.

Some of John's other leadership roles include:

- Past chairman of the Executive Board of the Animal Health Institute and the KU Medical Center Authority Board.
- Member of the U.S. Bank Board

John was born and raised in Philadelphia, Penn., earning his BA in Secondary Education from Saint Bernard College, and his MBA from Rockhurst University. In his free time, Payne enjoys golf and traveling, and spending time with his wife, Nancy, daughters Bernadette and Christine, and three grandchildren.



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## Tony Ueber, MBA

Tony Ueber is executive vice president and chief operating officer of Banfield, The Pet Hospital®. He joined the practice in early 2009, bringing a wealth of knowledge and experience in human healthcare and retail markets.

Before joining Banfield, Tony served as senior vice president of global private brands and senior vice president of marketing at Office Depot. In these roles, he oversaw product development, global brand management, quality assurance and social compliance. He was also responsible for driving sales, increasing brand equity, improving client loyalty and leading corporate and retail-focused advertising and marketing campaigns.

Prior to his role at Office Depot, Tony worked for the premier consulting firm McKinsey & Company, where he served as a management consultant working closely with human healthcare organizations. Tony's experience also included overseeing industry-leading products as a brand manager for the world-renowned Procter & Gamble Company.

Tony earned his bachelor's degree from the University of Wisconsin–Madison and holds a master's degree from The Anderson Graduate School of Management at the University of California Los Angeles. He lives in Washington with his wife, Ronna, three children and two cats.



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## Karen K. Faunt, DVM, MS, Dipl. ACVIM

Karen K. Faunt, DVM, MS, Dipl. ACVIM (Small Animal), vice president of medical quality advancement, Banfield, The Pet Hospital®, graduated from the Colorado State University College of Veterinary Medicine in 1994. Dr. Faunt completed a residency in small animal internal medicine and obtained her master's degree at the University of Missouri College of Veterinary Medicine. In 2002, she joined Banfield as a medical advisor and served as director of the medical support and Quality Assurance Team before becoming senior director of veterinary school partnerships. She then served as Banfield's chief medical officer for nearly two years before shifting to her current role.

Karen and Robert live in Portland, Ore. with their two dogs and one cat.



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# Frequently Asked Questions

## **Why is preventive care important?**

Preventive healthcare for Pets is the driving inspiration behind our practice. We want to help you help your Pet stay healthy in the first place, rather than waiting for illness or injury before seeking treatment. This requires comprehensive physical exams twice a year, keeping up to date with vaccinations, internal organ screenings, routine dental hygiene and evaluating nutritional needs.

## **How does Banfield make Pet healthcare affordable?**

We developed Optimum Wellness Plans to help Pet owners afford the important preventive care their Pets need. The Plans are pre-paid packages of valuable preventive care services you can pay for in advance or on a monthly basis. Because services are purchased as part of a package, participating in a Plan can save you 50 percent annually on your Pet's routine medical needs. We also lower costs by operating efficient hospitals so associates will have more time to spend helping Pets.

## **Does Banfield treat emergencies, in addition to such routine health needs as vaccinations?**

Yes. Banfield's state-of-the-art hospitals are full-service, providing a comprehensive range of human-quality medical services, including surgical treatment, preventive care, and education about maximizing Pet lives through better health care. Pets are important members of the family, so we give them the same quality of care we want for ourselves.

## **Are Optimum Wellness Plans® health insurance for Pets?**

No, Optimum Wellness Plans are not Pet health insurance, but they are an affordable alternative to Pet health insurance. Wellness Plans were developed to help your Pet stay healthy and prevent illness, and the services are pre-paid. Pet insurance policies, on the other hand, are intended to help owners with expenses when their Pets become seriously ill or injured. Optimum Wellness Plans don't involve complicated deductibles, premiums or co-pays, just a one-time enrollment fee and monthly payments.

## **Do I need to make an appointment to see my Banfield veterinarian?**

No. Banfield hospitals are willing to accommodate Pets at any time during business hours, which is more convenient for Pet owners and also in the best interest of the Pet's health. Our hospitals are open evenings and weekends, and we also accept drop-off patients, so people can always find time to give their Pets proper care.

## **Are Banfield and PetSmart® the same company?**

No. Banfield is a privately owned veterinary practice, just as it has been for almost 50 years. Currently we operate full-service hospitals inside PetSmart, the nation's largest Pet product retailer.



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# Medical Database

Banfield's centralized medical database includes several million Pet records that are gathered electronically from its veterinary hospitals across the country. The database is linked and accessible, which means changes in Pet Health and clusters of symptoms in particular regions can be identified and evaluated almost instantly.

- More than 745 veterinary hospitals across the country
- More than 10 years of data
- Accumulated database of millions of Pet records
- All clinical records are collected at hospitals, including medical history, symptoms, diagnoses and treatment

## **Examples of available data:**

- Most popular Pet names, breeds, species, Pet demographics, etc.
- Prevalence of diseases by age, gender, breed, and geographic area
- Rare Pet breeds and species treated in our hospitals
- Percent of Pet parents seeking specific treatments for their Pets (i.e. percent of Pets with periodontal ailment vs. percent of Pets receiving dental services.)

## **No similar nationwide system for human healthcare**

At the present time, most human healthcare services are not linked, and therefore cannot provide a comprehensive picture of national health trends. In human medicine, clinical databases generally are limited to hospitals, hospital systems or hospital networks. Rarely does primary care information from practices find its way into a clinical database that extends beyond a city or region within a state.

## **Collaboration with Purdue University and the Centers for Disease Control**

Banfield collaborated with Purdue University and the Centers for Disease Control to develop a national surveillance system to provide early-warning alerts of bioterrorist activity. Because Pets have comparatively rapid metabolisms, symptoms related to biological and chemical agents that impact both Pets and people may manifest in Pets sooner than in the human population. When established and implemented, the alert system will allow Purdue University researchers the ability to analyze Banfield's database, detecting outbreaks and providing early warnings that could save lives. In this way, Pets may act as sentinels, protecting the country from bioterrorist threats. Scientists using this software will be able to detect hotspots of clinical signs or symptoms among the population of Pets seen at Banfield.



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