

AGENDA

23RD SEPTEMBER

PEIA MEMBERS' FORUM



THE HUMAN SIDE OF PET INSURANCE

SPONSORED BY  **GUIDEWIRE**

REGISTRATION, COFFEE & PASTRIES **9:15 AM**

WELCOME & PEIA UPDATE: SHARON BROWN - PEIA / SCOTT HOLMES - GUIDEWIRE **9:45 AM**

- Welcome from PEIA and sponsor Guidewire, framing the day's focus on trust, compassion and consumer-centred care in pet and equine insurance.
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TOM SLIDE - MINTEL: THE FUTURE OF PET INSURANCE: TRUST, AFFORDABILITY AND THE MODERN CUSTOMER **10:15 AM**

- Insights from Mintel's UK Pet Insurance Report 2026 on affordability, trust, transparency, preventative care and evolving customer expectations.
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HELEN PETTIFER - HELEN PETTIFER TRAINING LTD: UNDERSTANDING EMOTIONAL VULNERABILITY **11:00 AM**

- Explores emotional complexity in customer interactions, including financial pressure, grief and distress, and how insurers can better support vulnerable customers.
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COFFEE BREAK **11:30 AM**

THE EMOTIONAL REALITY OF THE VET ROOM: CHAIRED BY ROB WILLIAMS - BVA PRESIDENT **11:45 AM**

- Vets from mixed, equine and small animal practice discuss cost pressures, welfare, euthanasia and supporting distressed owners.
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BIN JOHNSTON - OUR SPECIAL FRIENDS: HUMAN ANIMAL BOND **12:30 PM**

- Explores the human-animal bond's role in wellbeing, and barriers vulnerable owners face in caring for their animals.
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MEREL TAAL - DIGNIPETS: ANTICIPATORY GRIEF & END-OF-LIFE CARE

1:00 PM

- Examines the emotional journey of palliative and end-of-life pet care, and how vets, insurers and charities can support grieving owners.

LUNCH & NETWORKING

1:30 PM

CAROLYN PERKINS - ALLPETZ: THE FRAGMENTED CUSTOMER JOURNEY

2:15 PM

- Looks at how disconnected communication across insurers, vets and providers creates confusion, and how better connection could improve trust.

DR RACHEL CASEY - DOGS TRUST: TIMES ARE HARD: ACCESS TO CARE, FINANCIAL PRESSURE AND THE WELFARE CONSEQUENCES

2:45 PM

- Explores the current prevalence of financial hardship amongst dog owners, and examines what happens when owners cannot afford care, including the real world consequences of rising costs, delayed treatment and financial vulnerability.

COFFEE BREAK

3:15 PM

LOUISE HAMMETT - AGRIA: DESIGNING INSURANCE AROUND REAL CUSTOMER NEEDS

3:30 PM

- An insurer's view on balancing affordability, trust and claims experience amid evolving customer expectations.

CROSS-SECTOR PANEL: CHAIRED BY DR CAROLINE ALLEN - PET LIGHTHOUSE

4:00 PM

- Bringing together perspectives from across the day, with audience Q&A exploring what the issues raised mean for insurers, veterinary care, animal welfare and the wider customer journey.

AFTER EVENT DRINKS

4:30 PM