

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, treating your Pet like family.
- Our Locations** Banfield is the nation's largest private veterinary practice, with more than 450 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 1,000 veterinarians, and more than 5,000 team members nationwide. Banfield helps approximately 2% of the nation's cats and dogs each year (about 3.5 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 PETsSMART, 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

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 1 million clients across the country have enrolled in the plans, which are designed to help your Pet live 25% longer through affordable 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
- Eliminate unnecessary veterinary expenses

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 50% on the routine medical needs of your Pet. An affordable alternative to Pet health insurance, there are several plans offering different levels of coverage for your puppy, kitten or adult Pet. The prepaid packages include a complete array of preventive care services, free office visits for life, and substantial discounts on other veterinary services. At the time of enrollment you have the option to either pay in advance or make low, monthly payments. Your plan could cost as little as 51 cents per day.

Transferable Nationwide

Banfield's 450 locations nationwide make it easy to continue your Pet's coverage should your family relocate.

Vaccine Warranty

Optimum Wellness Plans keep your Pet's vaccinations boosted with superior-quality vaccines, and include protection for diseases that other practices might not vaccinate against. If your Pet acquires a disease we are protecting him or her from within a year of vaccination, we'll cover treatment expenses up to \$1,000.

How Are Optimum Wellness Plans Unique?

Optimum Wellness Plans are not insurance. They are designed to help make Pet healthcare more affordable by offering packages of preventive care services at a 50% discount, which can be paid in advance or in low, monthly payments over the course of the year. Wellness Plans cover a variety of services, including free office visits for life, regular exams, vaccinations, dental care, lab work and discounts on other veterinary services.



Our Story

Banfield, The Pet Hospital® was founded in 1955 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 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 fueled the growth of our practice, which continues with the addition of more than 80 hospitals a year.

Today, all Banfield Pet Hospitals provide the same medical systems, procedures and client services that made our original hospital a critical part of the neighborhood for half a century. 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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Scott D. Campbell, DVM

Scott D. Campbell, DVM, is the Chief Executive Officer and Chairman of the Board of Directors of Medical Management International, Inc., which provides veterinary care under the names Banfield, The Pet Hospital® and VetSmart™ Care Clinics.

Originally from Burns, Ore., where he grew up working in his parents' human medical practice, Dr. Campbell graduated Cum Laude from Oregon State University in 1985, with a Doctoral degree in Veterinary Medicine. After practicing with Dr. Warren Wegert at the original Banfield Pet Hospital and Health Center in Portland, Dr. Campbell and his wife Sandy purchased the practice in 1986. Soon after, Dr. Campbell began extensive research on Pet owner wants and needs, discovering that most wanted their Pets to be treated like family, with a higher level of preventive healthcare. With this valuable information, Dr. Campbell began removing the barriers to such care, and building the foundations for Banfield's vision of better Pet care.

“The vision for Banfield always has been to provide Pets the same quality of care that human family members receive,” said Dr. Campbell. “That includes high-quality veterinary medicine delivered by carefully selected doctors and loving team members, in hospitals with state-of-the-art equipment and supplies – places where you would go for your own care if you could. We also strive to make our hospitals the highest quality, convenient in location and hours, and with prices that are affordable and clearly represent the best value to Pet owners.”

Committed to the vision of treating Pets like family, Dr. Campbell developed Optimum Wellness Plans®, PetWare® and the practice foundations still in use at Banfield today. By 1993, though in only one location, the original hospital had become one of the nation's leading private veterinary hospitals. In 1994, Dr. Campbell began opening his new model of veterinary hospitals in many more locations, becoming the exclusive operator of veterinary facilities inside PETSMART by 1999. Today Banfield is the world's largest private veterinary practice.

Dr. Campbell's family includes his wife Sandy, two sons, Tygh and Rand, Angel (Dalmatian), Charlie (Rottweiler), Belle (English Mastiff), Surprise (Siamese), Jossie (rabbit), and five horses.

Fast Facts:

- Dr. Campbell is an inventor and holds two significant software patents: One for Banfield's revolutionary medical/management processes, and one for its Optimum Wellness Plans® processes.
- Dr. Campbell has served on several boards: MMI Holdings, Inc.; The Oregon State University Alumni Board; National Animal Interest Alliance; PETSMART.com; TruePaws Pet Health Insurance, Inc.; and Greyhound Pets of America.
- Dr. Campbell recently was selected as an Alumni Fellow of Oregon State University, and is active in Boy Scouts of America.



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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. Such preventive care can extend the life of your Pet by 25%.

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% annually on your Pet's routine medical needs. We also lower costs by operating efficient hospitals so team members 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.



Kregg Hanson

Kregg Hanson is the President and Chief Operating Officer of Medical Management International, Inc., which provides veterinary care under the names Banfield, The Pet Hospital® and VetSmart™ Care Clinics.

Hanson joined Banfield in 2000, bringing with him 28 years of experience in the human health care profession, where he held senior management positions from the local operational level to the national policy setting level. Hanson is skilled in managing multiple locations nationwide, strategic planning, infrastructure development, and understanding of communications in large organizations.

“Banfield is leading the way by inventing a national veterinary practice model that focuses on the doctor and their clients,” said Hanson. “We are blazing a new trail, learning as we go, and creating new systems and opportunities for our team members and the profession.”

Hanson’s career in human health care allowed him to see all aspects of operating a large organization, taking him from Nampa, Idaho, to Omaha, Neb., to Denver, Colo., and Minneapolis, Minn. “My switch from human healthcare to Pet healthcare was seamless, because Banfield’s focus is on quality of care for the patient, just as in human medicine,” said Hanson. “The biggest difference is that veterinary medicine is not overwhelmed with regulations, runaway costs, government intervention and insurance.”

Hanson grew up in the Treasure Valley near Boise, Idaho, in the town of Nampa, and earned a BA in Economics from University of Idaho in 1968, an MBA from Boise State University in 1977, and completed the Hospital Executive Development Program at St. Louis University in St. Louis, Mo., in 1979.

Hanson’s family includes his wife Andrea, a schoolteacher, five grown children and a cat named Oreo. He enjoys playing the piano, golfing, sailing, downhill snow skiing and spending time at his family’s beach cottage in Neskowin, Ore.



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 450 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, etc.
- Incidence of diseases nationally, regionally or locally
- 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 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 is collaborating 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. The alert system will allow Purdue University researchers the ability to analyze Banfield's database, detecting outbreaks and providing early warnings that will 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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