

Odie Pet Insurance and Insuritas Announce Strategic Partnership

AGAWAM, MA, USA, July 24, 2024 /EINPresswire.com/ -- [Odie](#) Pet Insurance, a full-service pet health insurance company known for its integrated technology solutions, announced a strategic partnership today with [Insuritas](#), the nation's leading embedded insurance provider for financial institutions. This partnership seamlessly integrates Odie's products into Insuritas' award-winning [BUNDLE](#) embedded insurance platform, offering a convenient pet insurance solution.



We are extremely pleased to incorporate Odie's pet insurance coverage into an already comprehensive portfolio of protection products."

Jeffrey Chesky, President and CEO, Insuritas

Through this unique collaboration, Insuritas' financial institution customers now have access to Odie's customizable and affordable pet insurance coverage. Presented with a range of products, including a comprehensive Illness & Injury plan, an Accident Only plan, and a Wellness Plan that provides reimbursement for routine care items, customers can select and personalize their coverage to meet their individual needs and those of

their pets.

"With Odie's 'pet insurance as a solution' platform, we make it simple for strategic partners to gain a competitive edge in the marketplace by efficiently launching a new line of business," says Miles Thorson, CEO and Co-Founder of Odie Pet Insurance. "We are thrilled to partner with Insuritas to power their pet insurance solution across their ecosystem of financial institutions, enhancing their service offerings and furthering our mission of coverage accessibility."

Since the partnership's inception in late 2023, Insuritas has experienced considerable interest and growth in its pet insurance line. One in five customers who started the process online received a quote, and one in three customers who received a quote online purchased a policy. This is a strong indicator of the propensity for online purchases of insurance/protection products and is part of Insuritas' 2024-2025 roadmap of offering additional bind-online protection products.

"This exciting development is just another key example of Insuritas' commitment to provide diversified non-interest income for our financial institution partners," said Jeffrey Chesky, President and CEO at Insuritas. "For over two decades, BUNDLE has empowered banks and credit unions to offer essential insurance products that meet their customers' needs. We are

extremely pleased to incorporate Odie's pet insurance coverage into an already comprehensive portfolio of protection products."

With only about 4% of pets insured in the U.S. and the cost of veterinary care on the rise, many pet parents are faced with difficult decisions about medical treatments for their furry family members due to financial constraints. The success of this partnership also underscores the urgent need for affordable and comprehensive coverage options among pet parents, highlighting the importance of this pet insurance solution.

About Odie Pet Insurance

Odie Pet Insurance is a wellness-first, national pet health insurance brand founded with a revolutionary spirit and caregiving goal to provide all dog and cat owners with access to essential pet care services through a centralized digital hub. Leveraging its technology-enabled platform, Odie simplifies access to vital pet care services for strategic partners – expanding reach, revenue streams, and product portfolios. For more information about Odie's pet insurance technology solutions, visit GetOdie.com/Odie-For-Business.

About Insuritas

Insuritas' mission is to connect people to the insurance products they need through a seamless, transparent shopping experience in which carriers compete to provide them with the right coverage at the right price. Leveraging proprietary data-mining techniques and integrations through its BUNDLE brand, Insuritas offers a vast network of solutions to empower partners to operate their own labeled, full-service insurance agency. With Insuritas' data solutions, partners can generate expanded wallet share, increased retention, and recurring non-interest revenue. For more information, visit <https://www.insuritas.com/>.

Jeffrey Chesky

Insuritas

+1 860-653-1134

[email us here](#)

Visit us on social media:

[Facebook](#)

[X](#)

[LinkedIn](#)

This press release can be viewed online at: <https://www.einpresswire.com/article/730192239>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

