Vets at Home

A GUIDE FOR VETERINARY PRACTICES

A compassionate extension of your care

A practical guide for veterinary practices wanting to offer families the choice of saying goodbye at home.

Simple to begin. Fully supported. No cost to the practice.

For practice owners, practice managers and clinical leaders

How things end matters.

V1 · 3 September 2026

THE OPPORTUNITY

When home is where a family wants to say goodbye

For many families, the final appointment is one of the most emotionally significant moments of their relationship with their pet. Increasingly, they want the choice of a calm goodbye at home, surrounded by familiar people, sounds and scents.

Practices often support that choice in principle but cannot always provide a home visit, particularly at short notice or alongside the competing demands of clinical practice. That should not leave the family without a clear, trusted option, or the practice team trying to find one while managing an anxious client.

A fast answer when it matters most

Almost 80% of the enquiries we receive follow a sudden decline. Our aim is to secure and confirm a suitable appointment within 20 minutes of receiving the information we need, often for later that same day. This is about confirming when the vet will attend, not arriving at the home within 20 minutes.

A specialist service that complements your practice

Vets at Home provides compassionate at-home euthanasia through a UK-wide network of RCVS-registered veterinary surgeons, supported by a central team from 8am to 8pm, seven days a week. Appointments can also be arranged outside those hours.

You retain the clinical relationship with your client. We provide the specialist home visit when your practice cannot. We manage the communication and practical arrangements from referral onward, including collection, aftercare and the return of ashes where required, together with bereavement information and support. We confirm that the appointment has taken place, so your clinical records can be updated.

It is incredibly rare that we cannot find a solution that meets a family's needs. If an appointment has not yet been secured, the family still receives an update within the first 20 minutes, so they always know what is happening.

THE FAMILY EXPERIENCE

What this gives your clients

A referral should feel like a continuation of care. Done well, it carries forward the trust and compassion your team has already established with the family.

A growing preference for saying goodbye at home

The Final Goodbye Survey, commissioned by Vets at Home, was answered by almost 2,500 pet parents who have been through the loss of a pet. Fewer than a quarter of goodbyes took place at home, while almost three quarters took place at a veterinary practice. Yet almost two thirds (64%) of those whose goodbye was at a practice would choose home next time.

72%
of goodbyes took place at a veterinary practice

72%
of pet parents would prefer to say goodbye at home if faced with the decision again

98%
who had experienced a home goodbye would choose it again

Choice without additional uncertainty

- A meaningful choice about where their pet's final moments take place.
- A prompt response when they may be frightened, distressed or in crisis.
- A veterinary surgeon attending specifically to provide end-of-life care.
- A calm appointment in familiar surroundings, with time for the family to say goodbye.
- One coordinated journey covering consent, the appointment, cremation and aftercare arrangements.
- Signposting to appropriate pet-bereavement support and resources.

What families tell us

In a verified Google review, Rachel described feeling supported throughout after saying goodbye to her beloved cockerpoo, Rupert. She said: "I cannot fault the service I received from beginning to end." Experiences like this show that introducing a specialist vet can preserve the warmth and personal care families value, while giving them the time, privacy and familiar surroundings that a home visit makes possible.

PEOPLE AND WELLBEING

What this gives your team

Euthanasia can be experienced as a privilege and a meaningful final act of care. It can also be emotionally demanding, particularly for colleagues who have supported a pet and family over many years, or when an appointment must be fitted into an already pressured clinical day.

A trusted alternative when a home visit is not possible

- A clear, compassionate answer when the practice cannot provide a home visit.
- Less time spent searching for an available vet or managing repeated update calls.
- Reduced administrative load around consent, cremation and ashes return.
- A specialist alternative for team members who find euthanasia work particularly difficult.
- Confidence that the family will receive regular communication and a coordinated service.
- A practical way to support colleague wellbeing and retention by recognising the emotional weight of one of the profession's most difficult appointments.

Supporting choice without diminishing care

Introducing one of our vets does not diminish the experience or the care your practice has already provided. This is the work our vets choose to specialise in, supported by a central team focused entirely on the family's final journey. Our 4.99 rating from 133 live Google reviews provides independent reassurance about the standard of care families receive.

> "We have been very happy to recommend Vets at Home to our clients who are considering an at-home euthanasia for their beloved pets. Their service is compassionate, professional and respectful, helping to make an incredibly difficult time as peaceful and comfortable as possible for both pets and their families. We have received positive feedback from clients and are delighted to continue using their service."
>
> Helen Clark, Practice Manager, Vets for Pets Salford

OPERATIONAL AND STRATEGIC VALUE

What this gives your practice

The way a practice responds when a family asks for something it cannot provide is part of the client experience. A trusted onward route allows you to say yes to the choice, even when you cannot deliver the visit yourselves.

A practical extension of your service

- Broader client choice without recruiting or scheduling a mobile veterinary team.
- No cost to the practice, with a simple onboarding process that can have us ready to support your clients within an hour of completion.
- A consistent process across sites, shifts and team members.
- Clear practice identification and confirmation when the appointment has taken place, so your records can be updated.
- Co-branded client and team resources created and maintained by Vets at Home, if wanted.
- A relationship that can begin simply and develop only where doing so adds value.

Your relationship with the client remains visible

After the visit, we confirm that the appointment has taken place so the practice can update its clinical record and continue with its own aftercare protocol, helping the family feel supported. The family experiences joined-up care rather than an abrupt end to their relationship with you.

FROM FIRST CONTACT TO FOLLOW-UP

How the referral journey works

1

Recognise the need

A client asks about home euthanasia and the practice is unable to provide the visit.

2

Make the introduction

Choose whichever route is easiest: complete the short referral link, call or WhatsApp us with the information available, or give the family our dedicated contact details. If your team shares the client's details, simply obtain their verbal permission first.

3

We take responsibility

Our central team contacts the family, gathers the necessary information, explains the service and begins securing a suitable vet.

4

We coordinate the whole journey

We arrange the visit, manage consent, support the family, coordinate collection, cremation and ashes return where required, and provide grief and bereavement resources afterwards.

5

We keep your practice informed

We confirm that the appointment has taken place so your clinical records can be updated.

What happens if a vet has not yet been secured?

The family receives an update within the first 20 minutes and continues to receive clear communication. It is incredibly rare that we cannot find a suitable solution.

EASY TO BEGIN, READY TO DEVELOP

Let's start simple

There is no need to design a complex process before helping the first family. We agree the simplest referral route for your practice, create the dedicated contact details and team guidance, and can be ready to support your clients within an hour of onboarding being completed.

Simple from the outset

No system changes are required. Your team can use a short referral link, telephone or WhatsApp, or give the family dedicated contact details. Page 6 shows the complete journey.

More integrated options for the future

Once the relationship is working well, we can explore whether closer integration would make the experience even more seamless. Our API can allow your team to send a referral from your practice management system at the push of a button, without re-keying information or asking families to repeat details you already hold.

Strategic relationships for practices and groups

Larger single-site practices, multi-site practices and veterinary groups may want a more strategic arrangement. We can support consistent referral routes, co-branded materials, team briefings, visit updates and optional PMS or API integration.

We listen to how your current end-of-life pathway, policies, procedures and workflows operate, then develop the most frictionless solution possible, so colleagues find it easy to use and confidently recommend.

Our recommendation

Start simply and allow us to demonstrate the value we bring to your clients and colleagues. Once that value is established, we can explore whether a more integrated relationship would improve the experience further.

LOW WORKLOAD FOR THE PRACTICE

Optional resources we can create for you

If helpful, Vets at Home can create and maintain the resources needed to make the process easy to understand, easy to use and consistent across the team.

- **Co-branded client eBook.** A clear explanation of at-home euthanasia, the process and what families can expect.
- **Agreed digital messaging.** Wording for your website, emails and client communications, including an out-of-hours link so clients can still access a solution while the practice is closed.
- **Dedicated referral routes.** A unique link, telephone and WhatsApp number that identifies your practice automatically, so we know which practice to inform when the appointment has taken place.
- **QR code and referral cards.** Digital access plus business-card-sized printed materials where useful.
- **Team briefing.** A short online session, repeated where helpful to accommodate operational cover.

No cost to your practice

These resources can be created, maintained and supplied by Vets at Home at our cost. There is no charge to the practice for implementing them.

BUILT AROUND ONE BELIEF

About Vets at Home

Vets at Home is an independent, family-run UK business providing compassionate, dignified at-home pet euthanasia and aftercare nationwide. Our purpose is to help families make one of the hardest moments they will face as peaceful and supported as possible.

Our RCVS-registered vets visit pets in their own homes, allowing families to say goodbye in their own time and in familiar surroundings. Our central team coordinates the appointment and, where required, collection, cremation and return of ashes through trusted local providers.

How things end matters. This belief shapes the experience we create for families, the support we give practice teams and the standards we expect from every person involved in the journey.

A founder who understands quality at scale

Jennie Johnson MBE, Co-founder and CEO of Vets at Home, previously founded Kids Allowed and grew it into the largest childcare provider in the North West, with every setting rated Outstanding by Ofsted. She also established an academy supporting apprentices through to degree study. Jennie received an MBE for services to apprenticeships and training. Her experience of protecting quality while growing now informs how Vets at Home is being built.

Jennie Johnson MBE with Maple.

> "When a practice introduces a family to us, our role is to continue the standard of care they already trust. We take responsibility for every detail, while giving the family the time, calm and compassion they need to say goodbye at home."
>
> Jennie Johnson MBE, Co-founder and CEO

Vets at Home

BEGIN WITH ONE CONVERSATION

Interested in what we could offer your practice?

If you are interested in what we could offer your practice, your clients and your colleagues, please set up a short, no-obligation call.

jennie@vetsathome.com

0333 009 0883

vetsathome.com

vetsathome.com/vetpractice

How things end matters.

V1 · 3 September 2026