



Frequently Asked Questions

Everything you need to know to confidently support your employees through the transition to Wishbone.

About the rebrand

Why did you change the name?

We're bringing our pet benefits portfolio together under one brand to create one clear story and one consistent experience. This makes it easier for brokers, employers, and members to understand our full portfolio while keeping the plans, pricing, and support exactly the same.

Are the plans changing?

No. This is a brand update. Plan benefits, pricing, eligibility, and coverage remain the same.

Are rates changing?

No. Existing pricing remains the same..

What does this mean for my current benefit offering?

Nothing about your current benefit offering is changing. Employees will continue to have access to the same plans, pricing, eligibility, and support. The only changes are the Wishbone name, branding, and digital experience.

Supporting your employees

When should I start using the new Wishbone branding?

In late August 2026, updated Wishbone materials will be available, and you can begin using them in your employee communications and benefits resources. If you have any questions about the transition, your Account Manager is here to help.

Do I need to notify my employees, or will Wishbone?

We'll provide employee communications and materials to support the transition. We recommend sharing those materials with employees, and Wishbone will also communicate directly with enrolled members about changes to the Member Portal and login experience.

Do I need to re-enroll my employees?

No. Existing enrollments remain in place. Your Account Manager will work with you on any standard Open Enrollment or eligibility file updates as needed.

Do I need to replace my employee materials?

Yes. Updated Wishbone-branded enrollment and communication materials will be available after launch. We recommend replacing existing Pet Benefit Solutions materials with the updated versions.

Do I need to update my benefits portal?

Yes. If you host Wishbone materials on your intranet or benefits portal, those materials should be updated after launch. We'll provide updated materials and support you through the transition.

Employer access and administration

Will payroll deductions change?

No. Payroll deductions and billing remain the same.

Will we need to update our payment information?

No. Billing and payment information remain the same.

Will my Account Manager change?

No. You'll continue working with the same Account Manager and support team you've always had.

What's changing with the admin portal?

Employers will use the new Wishbone Admin Portal at admin.wishbone.pet.

The experience will feel very familiar. The portal has the same functionality with updated Wishbone branding and a new login experience.

- **Admin Portal:** admin.wishbone.pet
- **Password Setup:** admin.wishbone.pet/createpassword

Existing passwords will not transfer. Users can either create a new password or sign in using the one-time email code option.

Employee experience

How will this affect my employees?

Employees will access their benefits through Wishbone Member Portal, available at app.wishbone.pet, that brings Total Pet, Insurance, and Wellness together in one place.

The updated experience includes:

- A single portal for all Wishbone plans.
- Plans organized by pet for easier management.
- Simpler claim submission and claim status tracking.
- Faster access to plan benefits and key actions.
- Clearer tasks and alerts.
- A cleaner, more intuitive experience.

If employers or members have questions during the transition, the Wishbone team is available to help.

Do members need to do anything?

Very little. Members will receive communications with instructions for accessing the new Wishbone Member Portal. Existing passwords will not transfer, so members can either:

- Create a new password, or
- Sign in using the one-time email code option.

Once logged in, members will have access to a unified Wishbone experience for Wishbone Total Pet, Insurance, and Wellness.

Will employees lose access during the transition?

No. We'll communicate the transition with employees in advance and provide instructions for accessing the Wishbone Member Portal. Our team will work to ensure the transition is as seamless as possible.

Will employees still contact the same Customer Care team?

Employees will continue to receive support from the Wishbone Customer Care team. Customer Care can be reached at help@wishbone.pet and 800-887-5708. Existing Pet Benefit Solutions email addresses will automatically forward to ensure no communications are missed.