

# The importance of microchip ID

November 30, 2014 11:11 am • by Wilda Lyons / Coalition for Pet Protection

0

Last week, the Coalition for Pet Protection (CPP) received a call that no animal lover wants to get: One of the Coalition's adopted dogs had been hit by a car. The shelter called, and we were able to unite the dog with the owner. We are very happy to report that the dog is fine, a few weeks of quiet and TLC is all that is needed.

This event really brought home the importance of microchip identification for animal companions. This dog's chip was his lifeline; without it, the story would have probably not had such a happy ending.

It is estimated that 90% of lost dogs are never returned to their owners; microchipped dogs have a 53% return to owner rate, and cats have a 39% rate. Getting lost is the number cause for death in pets, and 1 of every 3 pets goes missing sometime in their lifetime.

Microchips have improved greatly since their inception. They are made of safe materials, do not migrate, and will last the lifetime of the animal. Insertion is a simple, painless injection, done in a Veterinarian's office. Each chip has a unique code, which is read when the animal is scanned. When shopping for a microchip, look for reputable companies. Three well known microchip companies are HomeAgain, Avidid, and SaveThisLife.

## Check the fine print

As with all purchases, check the fine print when comparing chips. When it comes to the health and well-being of your pet, it's best to go with a reputable vet's office for chipping. They have trained, experienced personnel, and any possible problems can be addressed quickly. Going elsewhere for a cheaper price may cost more money in the long run.

Does that low price reflect registration? Does the company offer national coverage, and are there extra services such as pet health insurance, travel assistance for found pets, and medical hotlines included in that price? Some companies also charge an annual fee, which over the lifetime of the animal can really add up.

We all love to give our animals extra treats and toys. This year think of giving your pet the gift of safety, and your peace of mind. Check with your veterinarian today.

The Coalition for Pet Protection was founded in 1992. As we begin our 23rd year we are excited with changes coming to the organization. CPP continues to assist animals in need, and like most non-profits, we strive to provide excellent services within tight budget restraints.

The Coalition is an all-volunteer organization, with close to 100% of donations going to programs. Like all non-profits, CPP appreciates monetary gifts, for these determine the number of animals we can help. Think of CPP, and other Lincoln-based animal welfare groups when considering year-end donations.

## Giving tree

CPP is partnering with local vets for a giving tree program through the month of December. Locations can be found on FaceBook, at [www.petcoalition.org](http://www.petcoalition.org), or by calling the hotline at 402-434-7922. Correspondence may be sent to P.O. Box 23165 Lincoln NE 68542

Looking for that perfect gift? CPP still has car charms, and pet bandannas. They are going fast; call soon for best selection.

Copyright 2015 JournalStar.com. All rights reserved. This material may not be published, broadcast, rewritten or redistributed.

## Articles and Offers of Interest

ADS BY ADBLADE



**These cars cost so much that even their celebrity owners might be set back by the insurance bill.**

The Inside Fact



**Two Young entrepreneurs just revealed their part to what Cisco is calling a \$19 Trillion opportunity**

The Motley Fool



**See what happens when a Ford F-350 Super Duty takes on a semi tractor trailer.**

The Grizzled



**The Palm Springs home where Elvis and Priscilla Presley spent their 1st year of marriage is for sale**

Bankrate

**Does Your Plumbing System  
Need a Repair?**

Let us take care of it.



**Get Quote >**

HomeServe USA®