

5 No-Cost Ways You Can Be More Feline Friendly Today



Think being feline friendly costs big bucks? Think again. There are many creative, cost-effective ways to implement feline-friendly features into your practice. Follow these five easy steps and make a positive impact on your cat clients!

1. Train every staff member (receptionist, veterinarian, and veterinary technicians) to ask every client about the other pets in their household at every visit. This starts with the scheduling of the initial visit and continues with every client interaction from that point on.
2. Ensure your practice provides helpful travel information to every client before the visit. Helping clients reduce the stress associated with visits to the vet starts before the actual exam.
 - a. When scheduling appointments with clients, provide tips on how to reduce their cat's stress before and while traveling to your office. Send out an email to the cat owner with the tips after scheduling the appointment.
 - b. Send cat owners a "kitty calming kit," which includes a calming pheromone wipe to use on their carrier prior to their visit, an over-the-counter supplement that can help to reduce stress, and so on.
3. Train staff on communicating with cat owners—words matter!
 - a. Use client-friendly terms and language ("cleaning" and "X-rays" as opposed to "dental radiographs").
 - b. Stop and ask clients if they have any questions.
 - c. Be clear on your recommendations for care.
4. Reduce the stress of waiting for the exam. There are many methods of reducing the stress of patients waiting for an exam, including:
 - a. Schedule cat-only appointment times.
 - b. Create a "cat concierge service" by asking clients to call upon arrival and wait in their vehicle for staff to contact them or even go out and greet them personally, while awaiting examination room availability.
 - c. Use the AAFP's gallery of creative ideas, available at catvets.com/cfp/faqs.
5. Utilize AAFP's free, ready-to-use feline resources.
 - a. Resources to educate your clients, available at catvets.com/cat-owners/brochures
 - b. Resources to educate your staff, available at catvets.com/guidelines/practice-guidelines

Source: American Association of Feline Practitioners