



## Program in Action



## CASE STUDY

West Towne  
Veterinary Center  
Madison, WI

“Implementing the CFP Program’s standards of care unique to feline medicine, handling, surgery, dentistry, etc. not only benefits our clients but our entire team as well.”



Dr. Ken Lambrecht  
Medical Director and Owner  
West Towne Veterinary Center  
Madison, WI

## Special Bond with Cat Motivates Veterinarian to Become a Cat Friendly Practice®

*CFP Designated Practices are Providing High Standard of Care for Cats*

As veterinary team members, we all know about special bonds with pets. When it happens to us, as veterinarians and medical directors/owners, the ripple effects can be amazing and sometimes change the way we practice. At 12 weeks old, my cat, Bug, began to change the way I lived and how I saw my role as a veterinarian. I call her an “Adventure Cat” because she has learned to share my passions of hiking, sailing, camping, even stand-up paddle boarding. I became bonded with Bug beyond any previous pet and started thinking about optimal preventive care and what could be done for all cats based on my strong bond with her.

I was in the middle of a practice downsize (from 12,000 to 5000 square feet) when I got Bug, and it was the perfect time to design our new practice based on the AAFP’s **Cat Friendly Practice®** program standards. We had previously had cat condos but overall the facility was much more “dogcentric.” Although the new facility was only 2500 square feet per floor (three floors total), we designed the entire upstairs for cats including five different cat boarding rooms, a cat-only hospital room, two cat gyms with tunnels that connect to catwalks that connect to main level, two climbing walls and a cat wheel, treadmill, etc. We designed two of our three cat exam rooms to have windows to the outside. We hold our monthly “Cats Night Out” in Bug’s Gym to emphasize the importance of environmental enrichment for all cats. We also use the entire upstairs to house and socialize cats and kittens for our local rescues. It is not a fancy facility, but it puts pets and pet owners at ease because it is built with their perspective/preferences in mind. We wholeheartedly felt that implementing the CFP Program’s standards of care unique to feline medicine, handling, surgery, dentistry, etc. would not only benefit our clients but our entire team as well.

**From February 2015 to September 2015, cat boarding is up 350% at West Towne Veterinary Center and the attendance at the clinic’s Cats Night Out special events has more than doubled.**



## Program in Action



### CASE STUDY continued

#### West Towne Veterinary Center Madison, WI

Other areas of feline health and wellness have also been affected by my extremely close bond with Bug, such as nutrition. Bug is a small active cat but she loves to eat and can be quite dominant at feeding time so keeping her lean has been a challenge. We house overweight cats on a regular basis and hold an annual contest using the cat gyms as a reminder of how important exercise is. One of my strong practice interest areas has become getting cats to ideal weight, and optimal protein and caloric level foods, and preventing obesity in young cats like her. I travel with Bug extensively so I am better able to discuss details of pet travel with my clients. Conversations regarding the love of cats come up freely when I am traveling with her. Am I grateful to this little fuzzleball for propelling me to provide an optimum level of care for all feline clients by becoming an AAFP **Cat Friendly Practice**®? Yes, without a doubt. Has Bug changed my outlook and that of my staff on the important role of cats in our clients' lives? Absolutely; cats are important members of the family and deserve the very best care.

“Since becoming a CFP, cat boarding is up 350%.”

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Medical Director and Owner  
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**Cat Friendly Program**® Program,  
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