



A lot to gain, nothing to lose

The veterinary community needs to encourage more cooperative involvement with cat owners. The CFP program is designed to communicate the value of veterinary visits to owners.

A Cat Friendly Practice is a recognized symbol of excellence which can stimulate customers' interest and remove some of their psychological barriers about visits to the veterinarian. As a result, the cats are healthier, the owners are happier and you're more successful.



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Make sure cat clients choose your practice

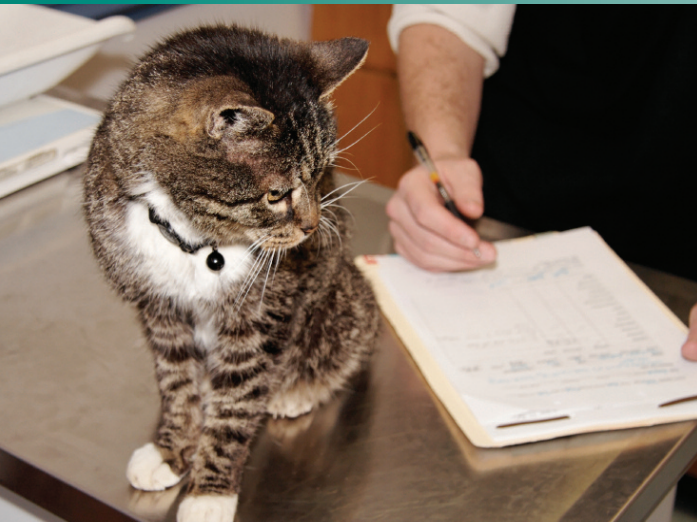


As you know, millions of cat owners routinely avoid taking their cats to see a veterinarian. The problem is significant: research shows that 60% of owners say their cat hates going to the veterinarian, and 39% admit they only go if their cat is sick. In fact, 38% of those owners report that the mere thought of taking their cats to the veterinarian is stressful.

As a feline health care professional, you naturally want to change those attitudes, but how?

That's why the American Association of Feline Practitioners (AAFP) developed a concept of a Cat Friendly Practice (CFP). The unique CFP program is an easy way for you to make your practice more welcoming to cats and owners, while also helping you to provide the highest quality care.

The Cat Friendly Practice program fosters partnerships between cat owners and the practice, so that both are actively engaged in the cat's ongoing health and well-being.



CFP sets you apart

When your practice is designated as "cat friendly" by the AAFP, you're telling owners that you and your staff have made a commitment to address the distinct health needs and special considerations of feline patients. That assurance helps to decrease the anxiety of the owners who therefore will be more apt to see you for routine visits.

The AAFP provides a comprehensive program to enable you to become an AAFP Cat Friendly Practice, and it's simple. You get informative resource materials to make everyone in your practice more sensitive about feline needs. Key areas covered include:

- Creating a more calming environment for cats.
- Increasing staff members' comfort in handling cats.
- Elevating you and your staff's ability to provide the highest standard of feline health care.
- Minimizing stress during procedures or hospitalization.
- Helping improve communication with clients.
- Educating consumers about the need for routine and proper feline care.
- Promoting the benefits of CFPs to current and prospective clients.

By doing the groundwork and learning what works best, the AAFP has created a complete program you can step right into, and it doesn't have to involve new construction or remodeling. In practices where the CFP program has been implemented, veterinarians report very positive results and benefits for cats, clients and also practice staff.

The CFP program is dynamic and ongoing. The AAFP will regularly send you new resources and support materials to enhance your participation and keep you at the leading edge of feline care.



Becoming a Cat Friendly Practice

To qualify as a CFP, you must have an AAFP member in your practice. If you don't have a staff member who is a member of the AAFP, it's easy to join (at www.catvets.com/joinus).

- The next step is to visit www.catvets.com and click on the Cat Friendly Practice link.
- There you can review an introductory video and other program details.
- Once you are a member, click on "Apply Now" and follow the simple prompts.
- After reviewing educational material in ten feline care topics, you will self-assess your practice with standard checklist criteria.
- You'll also be asked to upload a few photos of your practice.

You can save your progress at any point and come back to complete it later. After you finish the online process, your submission will be evaluated. Once it's approved, you'll be an AAFP Cat Friendly Practice.

You will then receive:

- A Cat Friendly Practice certificate and decal to display.
- The CFP e-newsletter and listing in the Online Directory.
- Educational items for your staff.
- Useful marketing toolkit with many materials to promote your practice.