



MEDIA CONTACT:

Cristina Williams
Marketing and Communications Director
American Association of Feline Practitioners
media@catvets.com
908-359-9351

2018 Survey Reveals 99+% Satisfaction Rate Among Cat Friendly Practices®

The Cat Friendly Practice® Program's Influence on Feline Medicine Continues to Grow as 93% Report Increased Knowledge and 98+% Would Recommend

HILLSBOROUGH, NJ (February 5, 2019) – The American Association of Feline Practitioners (AAFP) is excited to announce the results of the 2018 Cat Friendly Practice® survey, which highlight the program's growth and consistent satisfaction. Key performance indicators include increased knowledge, feline clients, and practice revenue due to being a part of the CFP program. The 99% satisfaction rate from practices among the 460 survey respondents is a testament to the invaluable resources provided through the program. In fact, 98% of them would recommend CFP to other veterinary professionals.

The overall survey displays incredible results and provides an in-depth look at the effect this program is having on feline health and welfare and the veterinary industry. The program continues to grow and positively influence veterinary care for cats, caregivers, and veterinary teams. The main purpose of the program is to cater to the cat's unique behaviors and needs, and ultimately to decrease the stress of the veterinary visit for the cat as well as the cat caregiver. The program also decreases the stress of the veterinary team by providing the tools and resources needed to treat their feline patients. To locate a practice, cat caregivers can visit catfriendly.com/find-a-vet. To learn more about the CFP program visit catvets.com/cfp.

A few of the impressive results from this year's CFP respondents are:

- 99%+ satisfaction rate proves the CFP program meets or exceeds members' needs.
- 98%+ would recommend the CFP program to other veterinary professionals.
- 93% reported an improvement in feline knowledge and care among practice staff.
- 88% state the CFP program has positively impacted their team dynamic when handling, treating and caring for cats.
- 83% have recorded increased visits from better feline handling and CFP marketing.
- 81% received positive feedback from clients on being a CFP.
- 80% have gained new feline patients due to their CFP designation.
- 79% report increased practice revenue since implementing the CFP program.
- 61% of CFPs report a reduction in personnel injuries when handling cats.

Survey respondents reported the following as the top benefits they experience from the Cat Friendly Practice® program:

- Less stress for feline patients
- Higher satisfaction among current clients with cats
- Display of care for their feline patients
- Improved client retention and more frequent visits by existing cat owner clients
- Gained feline patents from CFP status

The 2018 CFP Survey demonstrates that participating veterinary practices and cat owners are exceedingly pleased with the results and positive impact upon implementing the CFP program. “The survey results tell the story that CFPs, their clients and cats, are benefiting from the program in vital ways,” states Heather O’Steen, CAE, CEO of the AAFP. “They’re improving treatment of cats in their care and helping to advance feline medicine. We encourage any practice that has feline patients to learn more about becoming a Cat Friendly Practice®. The program is an AAFP membership benefit with no additional charges, and there are many resources to walk you through the process. Implementing just a few cat-friendly strategies can make a huge difference in the experience for the cat, caregiver, and your entire veterinary team.”

The AAFP expresses deep appreciation to our industry and organizational partners. The program is sponsored by Zoetis, Purina Veterinary Diets, Boehringer Ingelheim, Ceva Animal Health, and Hill’s Pet Nutrition, as well as supported by Kit4Cat and Wedgewood Pharmacy. The program is endorsed by the Association of Shelter Veterinarians, CATalyst Council, Cat Healthy, National Association of Veterinary Technicians in America, and the Winn Feline Foundation.

For more information:

- Download the survey results infographic at bit.ly/2018_cfpsurvey
- Veterinary Practices: catvets.com/cfp
- Cat Owners: catfriendly.com/cfp
- CFP Testimonials: see below

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About Cat Friendly Practice®

Launched in 2012, the Cat Friendly Practice® program is a worldwide collaboration of feline experts who provide guidelines with recommendations specifically for cats. The AAFP was the first major veterinary organization in North America to implement a coordinated approach to minimize stress associated with veterinary visits for cats, caregivers, and the veterinary team. By creating a supportive environment of veterinary staff who understand cats’ unique needs and behaviors, and acknowledging the essential role of the cat caregiver before and during the visit, cats can have a more positive veterinary experience. As of December 7, 2018, the AAFP had designated 1,213 Cat Friendly Practices®.

About the American Association of Feline Practitioners

The American Association of Feline Practitioners (AAFP) supports its members in improving the health and welfare of cats through high standards of practice, continuing education, and evidence-based medicine. As a trusted leader in the veterinary community, the AAFP has a long-standing reputation and track record for facilitating high standards of practice and providing educational resources to veterinary

teams, including guidelines for practice excellence and an annual conference. Over the years, the AAFP has encouraged veterinary professionals to continuously re-evaluate preconceived notions of practice strategies in an effort to advance the quality of feline medicine practiced. Launched in 2012, the Cat Friendly Practice® (CFP) program (catvets.com) was created to improve the treatment, handling, and overall healthcare provided to cats. Its purpose is to provide veterinary practices with the tools and resources to reduce stress associated with the visit and elevate the standard of care provided to cats. With the belief that cat caregivers are instrumental to feline health and welfare, in 2017, the AAFP launched catfriendly.com, a consumer-focused reliable educational resource.

What Cat Friendly Practices® Are Saying About the Program

“Our feline owners are happier, come back more often and have more time to listen to our information because our feline patients are more tolerant of our exams and staying in the rooms is less trouble. We have fewer injuries related to fractious cats because we have trained our staff in safer handling techniques and we have learned to slow down and speak softly to keep the patients happy. Everything we have changed in our practice that was recommended by the AAFP has improved our experience, as well as our clients, as it relates to the care of their feline friends.”

“I would tell (my colleagues) that getting cat owners to come in regularly is tough enough, but being able to confidently tell them about the measures we take and the knowledge we have gained from becoming a Cat Friendly Practice® makes all the difference in the world.”

“As veterinary professionals, we have a duty to do what’s necessary to provide ALL our clients with the best care. Becoming a Cat Friendly Practice® does just that!”

“Offering a cat specific section of our hospital has increased our feline patient numbers! There are many cat-only households that will not come to an animal hospital that also cares for dogs because of the stressed imposed. Being a Cat Friendly Practice® has let our clients know that we realize cats are a different animal and are handled and treated differently, not just clumped in with dog medicine as they have been for years. The client appreciation for feline specific care has allowed more cats to receive the care they need.”

“(CFP) has helped us show clients and potential clients what we already know – that we LOVE cats!

“AAFP is a great organization – The Cat Friendly Practice® is one of their initiatives that gives practitioners a framework for meeting cat patient needs.”

“I’ve learned so much, and feel like I’m a much better practitioner. It also drives business.”

“I would recommend Cat Friendly Practice® because being able to provide a higher level of service to a portion of your clients who are often denied quality services for their felines is a very valuable thing and should not be overlooked if you truly care for your clientele. A large portion of your clients are less likely to bring their cats in for routine exams and may put off coming in for illness-related visits if the experience is stressful to their cat and the client alike. As a technician at a cat-only and Cat Friendly Practice®, my job is less stressful when I am doing everything in my power to make the experience a low stress, high-quality one for my patients and their owners. Happier cats are easier to handle and easier to keep healthy!”