



2019 Survey Results

Cat Friendly Practice® (CFP)



98+

Satisfaction Rate
from CFPs



97+

Would Recommend
CFP program to other
veterinary professionals



1,224
**Designated Cat
Friendly Practices®**
as of December 12, 2019
364 in progress

**Had Positive Team
Dynamic Impact
when Handling,
Treating, and
Caring for Cats**



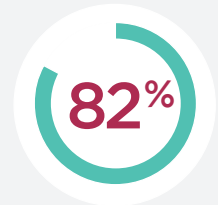
90%

**Improved
Knowledge**



and feline care among practice
staff due to CFP program

**Increased
Visits**



from better feline
care/CFP marketing

Top Benefits



**Less
Stress**
on feline
patients



**Higher
Satisfaction**
among current
cat clients



**Shows
You Care**
about your
feline patients



**Improved
Client Retention**
more frequent visits by
existing cat owner clients



**Gained More New
Feline Patients**
from CFP status

**Increased Revenue
Due to Being a CFP**

78%

**Received Positive Feedback
from Clients on Being a CFP**

78%

**Gained New Feline Patients
Due to being a CFP**

77%

**Decrease in Injuries
When Handling Cats**

60%



www.catvets.com/cfp

**523 survey respondents*