2019
MEMBER REPORT
Growing, Strengthening, and Transforming
Feline Health and Welfare

American Association of Feline Practitioners
Veterinary Professionals Passionate About the Care of Cats
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Learn more about AAFP: info@catvets.com • catvets.com
In 2019, transformation was evident in the AAFP and its key program areas. While 2018 laid the foundation for new strategic goals, during the last year the vision set forth by the board of directors and leadership was put into motion. We were intentional in our use of technology to reach our core audiences – veterinary professionals, members, cat caregivers, and industry partners – and we remained committed to providing the latest feline-focused research and resources in the content we developed for them. Our dedicated volunteers were essential in this transformation and we could not have done it without the strength of their expertise. We are proud of the many committees, task forces, and councils they spearhead. Our strategic partnerships also helped us to elevate the quality of this content and expand its reach.

Providing member value proved vital to the AAFP’s growth and we dedicated our time and talent to serving the veterinary community. We developed a Feline Diabetes Educational Toolkit and launched a new eLearning Center for webinars and continuing education, new Feline Zoonoses Guidelines, updated many position statements, provided scholarships to support education, and held an exceptional annual conference on comorbidities. Additionally, we are well underway in developing the Cat Friendly Veterinary Certificate Program and our new Virtual eConference.

We moved forward with our Latin America expansion plans for Cat Friendly Practice® with translation of materials and positioning the program for success with our South American partners. What’s more, our analytics showed significant growth on our social media platforms, increased website traffic, and enhanced press coverage through a new media intelligence platform.

As we focus on our strategic objectives, we are dedicated to enhancing, building, and providing feline content and resources to our members and the veterinary community. We are focused on our goals where members are strongly connected to and engaged with the AAFP, and veterinary professionals utilize the AAFP to access resources and education.

Our new Executive Board represents an exciting mix of experience and innovation. With our volunteers, staff, resources, and technology in our arsenal, we are thrilled to lead the advancement of the health and welfare for all cats.

Sincerely,

Heather O’Steen
Heather O’Steen, CAE
Chief Executive Officer

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**2020 Board of Directors**

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<th>Position</th>
<th>Name</th>
<th>Term</th>
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<tr>
<td>President</td>
<td>Dr. Kelly St. Denis</td>
<td>2020-2021</td>
</tr>
<tr>
<td>President-Elect</td>
<td>Dr. Michelle Meyer</td>
<td>2019-2020</td>
</tr>
<tr>
<td>Treasurer</td>
<td>Dr. Colleen Currigan</td>
<td>2019-2020</td>
</tr>
<tr>
<td>Immediate Past President</td>
<td>Dr. Apryl Steele</td>
<td>2020-2021</td>
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**Directors**

- Dr. Marcus Brown (2020-21)
- Dr. Lauren Demos (2019-20)
- Dr. Diana Lafer (2019-2020)
- Dr. Ken Lambrecht (2020-21)
- Dr. Paula Monroe-Aldridge (2020-21)
- Dr. Kira Ramdas (2019-20)
- Dr. Tammy Sadek (2020-21)
- AVMA Delegate, Dr. Marcus Brown
- AVMA Alternate Delegate, Dr. Apryl Steele
Overview

**Mission**
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.

**Vision**
We are the trusted leaders in feline health and welfare for the veterinary community and cat caregivers.

**Core Values**

*Mission and Member-Driven:* We work collaboratively and demonstrate a constant commitment to the best interests of our members.

*Science-Based:* We lead with science, providing trusted and evidence-based information. We support veterinary teams in their education and awareness of feline health and welfare, increasing the standards of care for cats, and encourage the ongoing pursuit of knowledge.

*Diversity:* We commit to convene and nurture a diverse community of individuals, and respect the dimensions of diversity among us and the populations we serve. We further value the differences in ideas, perspectives, and people in our community in order to foster an environment of inclusion in pursuit of excellence in feline medicine and surgery.

*Professionalism:* We uphold high standards for the endeavors of the Association on behalf of our members and the community, acting with integrity, honesty, and respect in all of our individual pursuits and collective initiatives.

*Accountability:* We practice prudent financial decision-making and accountability, as well as demonstrate commitment, passion, and leadership to our members.

*Respect:* We practice positive and effective communication, promote individual and organizational growth, work as a cohesive team, and support leadership decisions to be one voice for the Association.
AAFP Strategic Plan

In 2018, the AAFP launched a new strategic plan and remains committed to the execution of four specific goals targeted to our audiences: veterinary professionals, members, cat caregivers, and partners. In 2019, we focused our attention on these goals using the strength of our strategic plan and volunteers as the driving force for growth and transformation.

- Veterinary Professionals Utilize the AAFP to Access Resources and Education
- Members are Strongly Connected to and Engaged with AAFP
- AAFP is Successful in Educating Cat Caregivers on the Value of Cats and Feline Care
- AAFP has Strong Relationships with Industry and Organizational Partners

Through the execution of the strategic goals we witnessed three common themes emerge.

**Strength**
We are leaders in feline medicine.

**Growth**
Our resources and brand are expanding.

**Transformation**
We are transforming the field of feline health.

Social Strategy

We invested significant time, talent, and resources to our social media strategy, focusing on veterinary professionals and cat caregivers. We increased our engagement activity and our reach increased in tandem. We launched our LinkedIn channel and targeted more content through various campaigns and marketing ads.

2019 Social Statistics

- **4.9 Million Social Impressions**
  - 15% Overall Increase in Followers
  - 139% Follower Increase on Instagram
    - 798 Followers from the U.S.
    - 702 Followers from Brazil
  - 260,857 Total Social Engagements Across All Channels

**YouTube**
- 23,513 Views (+12%)
- 39,240 Minutes of Content Watched (+9%)
- 24% Increase in Subscribers Over 2018
In 2019, the AAFP expanded its resources, providing practical digital tools that busy veterinary professionals could use in practice. Whether it was a new webinar on the latest in feline medicine, an entire online toolkit dedicated to feline diabetes, or an innovative conference on feline comorbidities, veterinary professionals had access to new information to greatly improve the care of their patients.

**Diabetes Toolkit**

In June 2019, the AAFP released a Diabetes Educational Toolkit ([catfriendly.com/diabetes](http://catfriendly.com/diabetes)) designed to make the diagnosis, treatment, and management of feline diabetes mellitus easier for veterinary professionals. This Toolkit, sponsored by Boehringer Ingelheim, was complemented by additional resources to help cat caregivers understand and manage their cat’s diabetes.

This is the first online Educational Toolkit produced by the AAFP and it has been received with great interest from veterinary professionals, media outlets, and social media influencers. Encouraged by the use and positive response to the Toolkit, the AAFP plans to develop additional digital resources for its members and the veterinary community to advance feline medicine.

**Zoonoses Guidelines**

Released in October 2019, the AAFP’s updated Zoonoses Guidelines aim to provide accurate information about feline zoonotic diseases to owners, physicians, and veterinary professionals to allow logical decisions to be made concerning cat ownership. In our recent membership survey, Guidelines remain a top member benefit.

**Cultivating Students and Young Veterinarians**

The AAFP supported the future of veterinary medicine with several programs in 2019. Through a partnership with Winn Feline Foundation, two students received scholarships. In addition, a Student Award Program sponsored by Kindred Bio, and Young Veterinarian Scholarship sponsored by Royal Canin provided access to education and networking at the Annual Conference. We also launched a Student Feline Enrichment Contest, sponsored by Purina Proplan Veterinary Diets, that asked for innovative ideas to improve feline enrichment, which were showcased at the Annual Conference.
2019 Annual Conference

The AAFP presented its largest conference attendance to date at the 2019 5th World Feline Veterinary Conference devoted to Complex Disease Management. Among the 1,733 attendees from 28 countries were 1,171 veterinarians, 166 technicians/nurses, 42 practice managers and hospital team members, 58 students, and 296 exhibitors and guests. For 615 of the attendees, this was their first AAFP conference. The unique meeting encouraged attendees to think differently about treating comorbidities; veterinary professionals acquired knowledge about the interactions and processes that occur when two or more distinct diseases or conditions coexist and what to do if treatments appear to contradict one another. The conference provided sessions for veterinary professionals at all levels of their career who see cats, including two tracks for veterinarians, as well as practice management and veterinary technician tracks. The conference also featured a bustling exhibit hall, scientific research posters, oral abstract presentations, popular Lunch & Learn sessions, a feline-friendly handling lab, and the opportunity to network with leaders and colleagues focused on feline medicine.

2019 Annual Conference Testimonials

“**There were great speakers, with an emphasis on the practices that general practitioners have to navigate regularly with comorbidities.**”

“I liked having the most recent research presented in a practical, understandable way and how it applies to general practice.”

“The CE provided was the best I have encountered at veterinary conferences.”

AAFP Education at Other Meetings

AAFP volunteers and feline experts also extended our reach to veterinary professionals. They presented on an array of feline-friendly and feline-focused topics at well-regarded and highly attended veterinary conferences. In 2020, The AAFP will continue to participate in CE/tracks at VMX, fetch dvm360, LAVC, ABVP, ACVC, CVE Feline Medicine Distance Education, CSU Endoscopy Workshop, and more.

### AAFP Conference Attendee History

<table>
<thead>
<tr>
<th>Year</th>
<th>Veterinary professionals</th>
<th>Students</th>
<th>Exhibitors and guests</th>
<th>Total attendees</th>
</tr>
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<tbody>
<tr>
<td>2017</td>
<td>895</td>
<td>49</td>
<td>195</td>
<td>1,139*</td>
</tr>
<tr>
<td>2018</td>
<td>1,187</td>
<td>52</td>
<td>228</td>
<td>1,467</td>
</tr>
<tr>
<td>2019</td>
<td>1,437</td>
<td>58</td>
<td>296</td>
<td>1,733</td>
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<table>
<thead>
<tr>
<th>Year</th>
<th>First time attendees (non-exhibitor)</th>
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<tbody>
<tr>
<td>2017</td>
<td>364</td>
</tr>
<tr>
<td>2018</td>
<td>489</td>
</tr>
<tr>
<td>2019</td>
<td>615</td>
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*Registration was limited due to space restrictions.*
New for 2020: Cat Friendly Certificate Program

Over the years, the Cat Friendly Practice® (CFP) program has furnished veterinary professionals with the resources to elevate the standard of care provided to cats, and more specifically to reduce the stress of veterinary visits for cats, their caregivers, and the entire veterinary team. CFPs receive feline-focused education and other benefits, such as continuing education and marketing support. Currently, the AAFP is preparing to launch two new Cat Friendly Certificate programs that will broaden the Cat Friendly program to all staff and expand reach: the Cat Friendly Veterinary Professional (CFVP) Certificate and the Cat Friendly Veterinary Advocate (CFVA) Certificate.

Benefits include:

• Transferable tools and knowledge to develop, reinforce, and enhance the interaction with cats.
• Enhanced ability to fulfill client and patient needs, build feline confidence, help clinics develop talent and understanding of cats, demonstrate a personal commitment to feline health, and reinforce the important role feline knowledge and understanding plays in the clinic.
• Increased ability to showcase feline expertise while contributing to professional development efforts.
• Members will receive a free three week exclusive access upon launch of the Program.

Virtual eConference

On April 6, 2020, the AAFP will host an inaugural Virtual eConference with renowned speakers Sarah Heath, BVSc, PgCertVE DECVAWBM, CCAB, FRCVS, and Sheilah Robertson, BVMS (Hons), PhD, DACVAA, DECVAA, DACAW, DECAWBM (WSEL), CVA, MRCVS. They will focus on anesthesia and behavior topics (catvets.com/education/virtual-econference).

2020 AAFP Annual Conference

In October of 2020, the AAFP will present its Annual Conference exploring diseases and disorders of the feline head and neck. A myriad of feline health conditions will be explored that affect systems of the head and neck, including neurology, dermatology, ophthalmology, dentistry, respiratory, oncology, imaging, emergency and critical care, pain management, feeding tubes, and more. Information is continuously updated on catvets.com/education/conference.

- Inaugural Virtual eConference: attendees can earn CE credits
- Conference growth: keeping true to AAFP meeting style
- Updating Guidelines: Senior Care, Life Stage, and Vaccinations
- Education: new feline-focused webinars and online toolkit
- Cat Friendly Certificate Program
- Resources and education for Latin America
Members are Strongly Connected to and Engaged with AAFP

Membership is the bedrock of the AAFP and an essential part of our mission. In supporting members, the AAFP aims to strengthen feline-focused care in the entire veterinary community. Toward that goal, we continuously look for ways to engage members and provide tools they find useful. In 2019, we launched new guidelines on Zoonoses and the Diabetes Toolkit, both of which were available to members first. In addition, we updated the following position statements:

- Meeting the physical and emotional needs of owned indoor cats
- Respectful handling of cats to minimize fear and pain at the veterinary visit
- Ownership of non-domestic fields
- Microchip identification of cats

Member Engagement in Leadership

The AAFP initiated Committee Terms in order to allow for new opportunities for members to volunteer. A call for volunteers went out in November and generated a lot of interest. Additionally, a training will be launched in 2020 in order to cultivate more feline speakers in order to educate on important feline and cat friendly topics.

2019 Top 10 Membership Benefits

- Feline Practice Guidelines
- AAFP Professional Website (www.catvets.com)
- Journal of Feline Medicine and Surgery
- Annual Conference
- Feline Welfare Position Statements
- Client Brochures
- Marketing Efforts
- AAFP Cat Caregiver Website (www.catfriendly.com)
- Cat Friendly Practice® Program
- AAFP Webinars

2019 New Members Breakdown

- Veterinarian Members: 382
- Vet Technicians/Practice Managers: 33

Membership Growth

- 2018: 2,000
- 2019: 3,000
- 2017: 1,000
- 2016: 1,000
- 2015: 1,000

eNewsletter Subscribers

- Scratching Post – 5,862, 35% Open Rate
- Feline Weekly – 5,862, 74% Open Rate
- Feline Monthly – 534, 28% Open Rate
- Cat Friendly Practice (Approved) – 3,171, 33% Open Rate
- Cat Friendly Practice (In-Process) – 795, 32% Open Rate

- 97% likely to renew membership for 2020
- 96% would recommend AAFP membership
- 95% are satisfied with their membership
- 92% believe the AAFP provides resources they cannot get anywhere else
Member Engagement

eLearning Center

The AAFP is continually providing new learning opportunities on its eLearning Center platform. This includes free feline-focused online CE webinars for its membership.

Members, team member subscribers, and CFP cat advocates can access these and all other AAFP webinars via the enhanced Member Center at catvets.com/webinars. New webinars are added regularly. Those who are not AAFP members can still access them by creating a free eLearning account.

The AAFP’s online CE resources offer the following benefits:

• On-demand RACE-approved education: webinars can be enjoyed at any time, at the individual's pace
• AAFP member benefit: webinars are free for members; some are free for nonmembers, with others at a discounted rate
• Cat Friendly Practice®: education obtained through this platform can be applied to the CE requirements for the CFP program

2019 Webinar Topics Included:

• Endocrine Diseases
• Blood Pressure Management
• Anesthesia
• Weight loss in Palliative Care
• Feline Thyroid Disease

Webinar Highlights

5 New RACE approved webinars in 2019
1,680 hours of CE watched on our NEW eLearning platform this year
Over 1,300 certificates rewarded

New for 2020

• Cat Friendly Certificate Program: free 3 week access to members
• New Marketing Tools
• New Webinars
• New Digital Toolkits
CFP Program Overview

The Cat Friendly Practice® program is leading the worldwide movement to make veterinary care less stressful for cats and their caregivers.

Established by the American Association of Feline Practitioners (AAFP) and the International Society for Feline Medicine (ISFM), the Cat Friendly Practice® program is a global initiative designed to elevate care for cats by reducing the stress for the cat, caregiver, and also the entire veterinary team. Each of our active Cat Friendly Practices® impact their feline patients and clients. The 1,224 active CFPs and more than 3,600 cat advocates demonstrate their commitment to elevating the quality of care for cats.

CFP Achievements

The Cat Friendly Practice® program expanded in bringing elevated standards of feline care to more practitioners through North, Central, and South America. The CFP Manual was updated, a public relations pilot was launched, as well as, other marketing strategies that increased brand awareness.

In an effort to bring Cat Friendly Practice® program education and resources to Latin American, the AAFP developed relationships with two Brazilian Conferences. Drs. Alexandre Daniel and Elizabeth Colleran presented at the Vet in Rio Conference, and Dr. Margie Scherk presented at Cat Congress.

Exclusive CE Sessions for CFPs

New in 2019, we invited all CFP’s to participate in one of three exclusive sessions at the Annual Conference. Topics included diabetic decision making by Dr. Audrey Cook, a mini master class on pearls from ACVIM/ECVM by Dr. Jessica Quimby, and a wellness session on sleep and sleep disorders by quadruple boarded MD, Dr. Peter Karczmar.

“Practicing feline friendly has revolutionized the veterinary experience for cats in a truly positive way. Even the most fractious cats have been able to be fully examined with minimal restraint after about 3-4 years of feline friendly practices in the exam room and in the hospital. It’s been quite amazing to watch the transformation over the years. Our cat clients love our Cat Friendly Practice®!”

Program Endorsers

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Member Engagement

2019 CFP Survey Results

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

90% Had Positive Team Dynamic Impact when Handling, Treating, and Caring for Cats

Improved Knowledge 91%
Increased Visits 82%
and feline care among practice staff due to CFP program
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

78% Increased Revenue Due to Being a CFP
78% Received Positive Feedback from Clients on Being a CFP
77% Gained New Feline Patients Due to being a CFP
60% Decrease in Injuries When Handling Cats

www.catvets.com/CFP

*523 survey respondents
You care for cats. It’s that simple.
So is starting the process to become a Cat Friendly Practice®

Key benefits:
• Less stress on feline patients and staff.
• Demonstrates how much you care about your patients.
• Higher satisfaction among current clients.
• Increased staff knowledge and feline expertise in clinic.
• Highlighted practice listing on AAFP cat caregiver website.
• Gain more new feline patients.

We encourage you to contact us to learn more about the Cat Friendly Practice® program.
info@catvets.com • catvets.com/cfp

DID YOU KNOW?

CFPs can complete the CE criteria over 3 years | 15 hours (team members) 30 hours (veterinarians)

Not all Cat Friendly Practice® waiting areas look the same. Some practices:
• Have separations like bookcases or chair rearrangements.
• Have cat-only appointment times.
• Have different rooms.
• Take cats directly to an exam room.

Cat Advocates receive complimentary access to RACE-approved webinars.

We encourage you to contact us to learn more about the Cat Friendly Practice® program.
info@catvets.com • catvets.com/cfp

New for 2020
• Cat Friendly Certificate Program (AAFP members receive free trial periods and continual discounts for Cat Advocates and Team Members.)
• Latin American Expansion
• Updated Toolkit & Marketing Materials
The AAFP believes that the health and welfare of all cats begins at home. That is why we are continuously adding new, user-friendly content to catfriendly, our cat caregiver website, and developing tools to help educate cat caregivers. New content included zoonoses, diabetes, behavior topics, and FeLV and FIV.

The Cat Column, our exclusive eNewsletter for cat caregivers, was launched in January 2019 and new sign-ups are on the rise with 13,412 subscribers.

**Cat2Vet Day Campaign & Cat Talks**

During the Cat2Vet Day global campaign in August, the AAFP and its partners targeted ongoing veterinary care to reinforce the message to cat caregivers that cats need routine check-ups.

AAFP participated in a successful collaborative social media campaign using #Cat2Vet. A series of educational infographics on diverse ongoing care topics was deployed, as well as Cat Talks videos featuring AAFP member veterinarians discussing feline health topics and getting cats to the veterinary practice.

The infographic with the highest reach and engagement (left) reached 94,700 followers on Facebook, had nearly 1,000 shares and 8,000 engagements. The Cat Talks video reached nearly 40,000 followers, had 24,000 views, and over 5,000 ThruPlays (video watched to near completion).

Catfriendly.com/cat2vetday was redesigned to include even more information that will be continually updated as part of the ongoing cat care campaign.

Achievements:
- Presence at cat caregiver events (CatCon, Cat Camp)
- Cat Caregiver Brochure Translation: All AAFP client brochures are, or are in the process of, being translated to Spanish and Portuguese.

**New for 2020**
- Cat2Vet Day 2020 campaign
- Catfriendly.com Redesign
- Continued education through eNewsletter, social media, and cat caregiver events
The AAFP has become a pillar in the veterinary community because of the strength of our members, leaders, and partners. Together, we share in our commitment to excellence in feline health and welfare, and without them we would not be able to offer the breadth of educational resources and tools to members and diverse veterinary professionals.

We thank the many individuals and organizations who have partnered with us in 2019 to advance the well-being of all cats, and invite them to continue the journey with us. It is an exciting time as we look to technology and ever-evolving platforms to increase our global outreach. We will continue partnering with key organizations that align with our values and strategic goals to further increase the level and magnitude of feline care.

Organizational Partners

Cat Friendly Practice® Sponsors

Program Supporter: Wedgewood Pharmacy
Partnership Sponsors

Platinum

Boehringer Ingelheim
KindredBio

Diamond

ROYAL CANIN

Gold

zoetis
Elanco
IDEXX Laboratories

Silver

Ceva
Hill's
Merck Animal Health

Conference-only Sponsors

Antech Diagnostics + Imaging
Assisi Animal Health
Dechra Veterinary Products
Nutramax Laboratories

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