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**AAFP Hits Milestone of 1,000 Clinics for Cat Friendly Practice Program**  
Clinics Raising the Bar in Feline Care

HILLSBOROUGH, NJ, June 19, 2013 – The American Association of Feline Practitioners (AAFP), an organization that supports the highest standards for feline care, announced that in just more than one year its Cat Friendly Practice (CFP) program has achieved a significant milestone — more than 1,000 veterinary clinics have become approved Cat Friendly Practices or are going through the process to become one.

The CFP program was created to improve the treatment, handling and overall healthcare of cats. Its purpose is to equip veterinary practices with tools, resources and information to decrease the stress associated with the visit and elevate the standard of care for cats. CFPs have met a wide range of standards designed to increase the staff's understanding of feline behavior and feline-friendly handling techniques, as well as to modify the environment and feline protocols to help reduce the stress of the cat and owner.

“We are very proud of each approved veterinary clinic for their dedication to the CFP program in striving for improved excellence in feline care,” said Dr. Elizabeth J. Colleran, CFP spokesperson. “The feedback has been incredible. In practices where the CFP program has been implemented, veterinarians report very positive results and benefits for cats, clients and also the veterinary team. Equally important, we all have one goal in mind — to enhance the quality of care for cats.”

**Program focused on feline health, quality**

The AAFP realizes that cats present unique challenges before, during and after a veterinary visit. Some things include aversion to carriers, sensitivity to new sights and smells, and the added stress of an unfamiliar location or experience.

Understanding these obstacles helped to shape the CFP program and its dedication to putting the needs of cats first. At a CFP-designated clinic, the veterinary staff incorporates cat-friendly features into the physical layout of the practice, as well as the way in which care is delivered. Staff members learn how to understand the needs of the cat, which includes learning a customized approach on how to handle each patient. The feline-friendly resources of the CFP program extend far beyond behavioral care and the physical location — it offers more through every phase of the healthcare process.

### **New in 2013**

This year, new resources and materials are being developed for CFPs to aid in their continuous efforts to be feline friendly. The AAFP has launched a national consumer awareness campaign dedicated to educating cat owners about the benefits of routine feline healthcare and bringing their cats to a CFP.

In addition, in a few weeks the AAFP will unveil a newly designed website to better provide veterinarians, their staff and cat owners with key information on feline care best practices. The new website will allow for easier navigation of key resources for veterinarians, practice staff, and cat owners.

“As the program continues to gain momentum, we are committed to providing clinics with access to a suite of tools and resources to help them develop and implement a cat-friendly culture, environment and way of practicing of medicine,” said Dr. Colleran. “From educational resources to marketing tools, everything will be at their fingertips.”

### **How to become a CFP**

Practices that would like to become a CFP need to have one veterinarian in the practice that is an AAFP member. For more information on becoming a member or the CFP program visit [www.catvets.com](http://www.catvets.com).

### **About American Association of Feline Practitioners (AAFP)**

*The AAFP improves the health and welfare of cats by supporting high standards of practice, continuing education, and scientific investigation. The AAFP has a long-standing reputation and track record in the veterinary community for facilitating high standards of practice and offers practice guidelines to veterinarians. Over the years, the AAFP has encouraged veterinarians to continuously reevaluate preconceived notions of practice strategies in an effort to advance the quality of feline medicine. For more information, go to [www.catvets.com](http://www.catvets.com).*

### **About the Cat Friendly Practice (CFP) Sponsors**

*The CFP program is sponsored by Bayer HealthCare, Zoetis, Ceva Animal Health, Boehringer Ingelheim, and Hill's Pet Nutrition.*

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