



MEDIA CONTACT:

Crystal DeCotiis

cdecotiis@association-partners.com

908-359-9351

IMMEDIATE RELEASE:

Cat Friendly Practice Program Hits Major Milestone: 1000 CFP Designated Practices
Veterinary Professionals Are Raising the Bar in Feline Care

HILLSBOROUGH, NJ (February 23, 2016) – The American Association of Feline Practitioners’ (AAFP) is proud to announce a significant milestone achieved by its Cat Friendly Practice (CFP) Program — 1,000 veterinary clinics are designated CFPs. Since its inception in 2012, the CFP program has continuously gained momentum and flourished. According to the most recent [2015 CFP Survey](#), the majority of CFP-designated clinics experience an increase in feline visits, revenue, and patients.

The AAFP launched the CFP program to provide clinics with the tools to integrate a feline perspective in both the physical environment of the practice and the way medical care is delivered. The CFP program centers on setting the standards of care, educating veterinary practices about what their feline patients’ need, decreasing the stress of the veterinary visit, and making sure that once the cat is at the veterinary clinic they receive the best quality of care that’s appropriate to the cat.

“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 Elizabeth Colleran, DVM, MS, DABVP (Feline), Co-Chair of the CFP Committee. “The feedback from designated CFPs has been incredible,” said Ilona Rodan, DVM, DABVP (Feline), Co-Chair of the CFP Committee. “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,” said Dr. Rodan.

Making a Difference in Feline Medicine

Cats have unique needs before, during, and after a veterinary visit. Some challenges 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 meeting the needs of the cat and owner. At a CFP designated clinic, the veterinary team incorporates cat-friendly features into the environment of the practice, as well as the way in which care is delivered. All team

members understand the unique needs of cats, which includes learning a customized approach on how to handle each patient. Top benefits reported by CFPs include:

- Less stress on feline patients and staff.
- Demonstrates how much the practice cares about its patients.
- Higher client satisfaction.
- Increased staff knowledge and expertise.
- Designation has led to more feline patients.

The AAFP would like to thank and acknowledge our sponsors for their support of the Cat Friendly Practice program - Bayer Animal Health, Zoetis, Ceva Animal Health, Boehringer Ingelheim, Hill's Pet Nutrition, and Merial.

Extended Resource Toolkit for 2016

In honor of the 1000th CFP milestone, the AAFP launched an extended resource toolkit for its designated CFPs. The extended toolkit features a host of new educational videos for veterinary teams as well as ready-to-use resources veterinary professionals can use to educate their clients on the importance of routine preventive care.

Social Media Photo Contest

The AAFP is celebrating its 1000th CFP milestone on social media as well with a fun kitty photo contest. Founded in the 1970s as a small group of 25 veterinarians with a passion for feline medicine, the Association has grown exponentially and is now the established leader in the field of feline medicine. The kitty photo contest celebrates each decade starting with the 70s. Participants are asked to share their favorite decade image with their Facebook friends. Three winners will be chosen at random and sent cool kitty swag from the image with the most shares. To view the images and participate in the contest, visit <http://on.fb.me/1TCRg03>.

How to Become a CFP

Clinics interested in becoming a CFP need at least one veterinarian in the practice to be an AAFP member in order to access all the essential feline resources included in the membership benefits. To learn more about becoming a member and the CFP program, visit: www.catvets.com

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About the American Association of Feline Practitioners

The American Association of Feline Practitioners (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 publishes guidelines for practice excellence which are available to veterinarians at the AAFP website. Over the years, the AAFP has encouraged veterinarians 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 was created to improve the treatment, handling, and overall healthcare provided to cats. Its purpose is to equip veterinary practices with the tools, resources, and information to elevate the standard of care provided to cats. Find more information at www.catvets.com.