



# 2017 SURVEY RESULTS

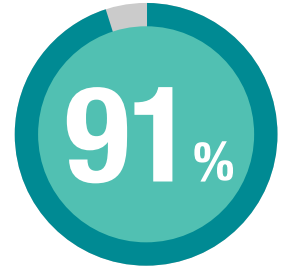
The AAFP offers the Cat Friendly Practice® (CFP) program to help veterinary practices meet the unique needs of cats.\*



**Satisfaction Rate**  
from practices



**Would Recommend**  
CFP to other veterinary professionals



**Improved Knowledge**  
and feline care among practice staff

## Top Benefits

↓ **Less Stress**  
for feline patients

✓ **Higher Satisfaction**  
among current clients with cats

♥ **Shows You Care**  
about your feline patients

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

🐱 **Increased Attention**  
and time with staff at each visit with feline patients

**92%** **Had Positive Team Morale**  
impact when handling, treating, and caring for cats



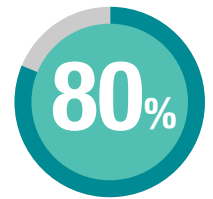
**80%** **Increased Visits**  
because they are a CFP



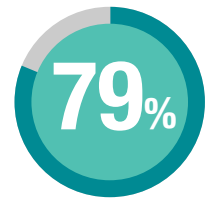
**75%** **Gained New Feline Patients**  
because they are a CFP



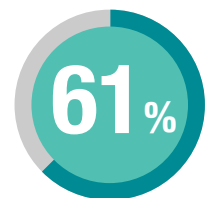
**1,174** **Designated Cat Friendly Practices®**  
as of December 8, 2017



**Received Positive Feedback**  
from clients on being a CFP



**Increased Revenue**  
after implementing the program



**Decrease In Injuries**  
when handling cats



[www.catvets.com/cfp](http://www.catvets.com/cfp)

\*526 Survey Respondents