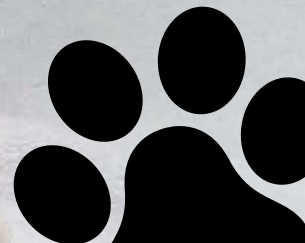


Four Steps to Turning Your Cat Friendly Certificate into a CAT FRIENDLY PRACTICE®



A Guide to Applying Your Cat Friendly Certificate Principles to Achieving a Cat Friendly Practice® Designation for Your Practice.



STEP ONE

Embracing Cat Friendly Principles

Achieving any of the AAFP's Cat Friendly Certificates provides you with a foundation to deliver elevated and quality care to your feline patients. Your certificate uniquely equips you to become a leader in your practice, in applying this new knowledge of Cat Friendly techniques. Help train your colleagues to apply these principles and lead the team forward in achieving a Cat Friendly Practice® Program designation!

The core principles you learned in the Cat Friendly Certificate Program are the foundational concepts of the Cat Friendly Practice® (CFP) Program. With a little guidance and a lot of passion for delivering the best possible feline care throughout your whole practice, your team can achieve the designation of excellence in feline care by applying to be a Cat Friendly Practice®.



“My cat was very nervous but the vet team was very gentle during the exam trying to make her feel as comfortable as possible.”

- Cat Caregiver after recent visit to a Cat Friendly Practice® in East Hanover, NJ



Becoming a Cat Friendly Practice® benefits the entire veterinary practice by enhancing the experience for cats, their caregivers, and your entire team. These benefits include:



A consistent experience of care and best practices by the whole veterinary team

By bringing your whole team along on the Cat Friendly Practice® process, you help to bring the same level of care you learned in the Certificate Program to your entire practice, ensuring that all feline patients and caregivers receive the highest standards of care.



Better relationships with feline patients and their caregivers

By educating caregivers about their cats and helping them to understand feline behavior, your team is able to help your feline patients reap the benefits of routine veterinary care through the higher standard of care you provide to their cats.



Less stress on feline patients and the veterinary team

The stress of getting feline patients to the veterinary practice can prevent caregivers from bringing their cats in for routine care. CFP-designated practices have the tools and training to provide guidance prior to arrival and create a calm environment that reduces stress during the visit allowing team members to conduct more thorough and comprehensive examinations. Additionally, veterinary teams who practice Cat Friendly techniques experience a wide range of business-friendly benefits – such as increased revenues per visit, fewer costly worker compensation claims resulting from bites or scratches, and the ability to conduct more thorough diagnostic exams. Learn more at catvets.com/why-cfp.



Improved client retention and more frequent routine visits

When clients experience the care of a CFP veterinary team, they are more likely to stay with your practice and bring their cat in for regular visits.



Sets your practice apart in a competitive environment

Achieving a Cat Friendly Practice® designation demonstrates to your clients that you are dedicated to their cats and ensuring that they receive the very best veterinary care and experience.

STEP TWO

Create Excitement at Your Practice

Achieving a Cat Friendly Practice® designation and creating a Cat Friendly culture takes a commitment from the entire veterinary team.



Ensure at least one veterinarian in your practice is an AAFP Member.

Only practices with an AAFP Member are able to achieve and maintain the CFP designation – a key benefit of your AAFP membership, along with many others! Enroll at catvets.com/join.



Nominate one or more “Cat Advocates”

These will be the team members responsible for leading the implementation of the CFP Checklist and completing the application.



Bring your Innovative Solutions

Creating or implementing Cat Friendly policies and procedures should bring out the creativity at your practice! Encourage your whole team to work together to brainstorm solutions for Cat Friendly waiting areas, examination rooms, and patient care. Becoming a CFP should not be a construction project, but instead your whole team will work together to brainstorm solutions for Cat Friendly waiting areas, examination rooms, and patient care in the best way for your practice.



Make a Team Commitment to Cat Friendly

You already achieved a Cat Friendly Certificate. Use this knowledge to help encourage and build passion within your practice team to commit to delivering the best possible standards of care for cats and watch how your entire team elevates their professional standards.

STEP THREE

Download the *Guide to Becoming a Cat Friendly Practice*[®] and Self-assessment Checklist

Once you have assembled your practice team, the AAFP Member Veterinarian can log in to the Member Center at catvets.com/mbrdash and download our *Guide to Creating a Cat Friendly Practice*[®] and the *Cat Friendly Practice*[®] Program Checklist. These are two great resources that will help you begin your journey to earning the Cat Friendly Practice[®] designation.



The 50+ page Guide is filled with great information that begins with explaining the science and logic of cats as patients, their species-specific behavioral needs, and why they need to be treated differently than other species at your practice. The Guide then segues into all the different components of what makes a Cat Friendly Practice[®], covering topics such as clinical skills and the training and development of your team in regards to the structure, environment, and equipment needed to earn a Cat Friendly Practice[®] designation.



The self-assessment program Checklist provides you with the various components that comprise the Cat Friendly Practice[®] application. We recommend that you go through the checklist and mark off the components and/or methods of care that you are currently employing and highlight the areas that you will need to work on as a team to complete. Then work to break down the unfulfilled checklist items even further and assign each section to a different team member to lead the completion of those tasks. This will help to make the Checklist less intimidating, achieve progress, and bring your team together to achieve the CFP designation.

The Guide and Checklist can appear daunting at first, but remember your end goal – a standard of care that alleviates stress on your feline patients and veterinary practice team. Be sure to utilize our “Frequently Asked Questions and Overcoming Obstacles” and “CFP Creative Solutions” resources to help spark innovations and eliminate barriers among your team to deploy the checklist items!

STEP FOUR

Complete and Submit Your Application!

The length of time it takes to complete your Cat Friendly Practice® application is set by your team. The AAFP Headquarters will periodically touch base with you, reminding you about your open application.




Once you begin your application, you will be added to our CFP newsletter where we include useful information and tips for practices on the Cat Friendly journey. We also are available to help assist you with any questions or roadblocks that you run into as you work through the application! Email us at info@catvets.com and let us know how we can assist you in this process!



After your approval, your practice will gain access to a wealth of new marketing materials for your CFP designation in the online Cat Friendly Practice® Marketing Toolkit (located in the AAFP Member Center), as well as ongoing materials such as the CFP Newsletter! Materials contained in the Toolkit include a customizable press release, logos that you can place on your website and practice materials, social media graphics available for your practice to use to promote its CFP designation, and a wealth of additional material that can be used to help you celebrate earning this designation!



After you have submitted your application with the accompanying materials and photos of your practice, your application will be reviewed. Don't be discouraged if we ask a few clarifying questions or for additional information – we keep comprehensive records and your timely response will help move the application along more quickly. Once we have received your full and completed application, AAFP Headquarters will notify your practice of its acceptance as a Cat Friendly Practice®.



Make sure you celebrate this amazing achievement as a team – and watch your practice and patients thrive!

“I appreciate that my Cat Friendly Practice® is set up to make veterinary visits less stressful for both my cats and myself. The staff are all professional, friendly, and make a sincere effort to get to know you and your cats. Being a CFP, I know they’ll provide the best care for my cats in a safe and comforting environment. I wouldn’t take my cats anywhere else.”

- **Cat Caregiver after recent visit to a Cat Friendly Practice® in Oregon**

“The Cat Friendly Practice® Program has motivated our staff to become better caregivers for cats. Our clients appreciate the extra steps taken to reduce their cat’s stress during visits. The CFP Guidelines have helped us improve our handling techniques, which decreases the cat’s stress as well as lessens the probability of staff injuries from scratches and bites.”

- **CVPM-Certified Practice Manager of a Cat Friendly Practice® in Xenia, OH**

“Since implementing the Cat Friendly Practice® Program at our practice, we’ve gotten positive feedback from clients who appreciate and value us going the extra mile to care for their cats. The website exposure we receive from being listed on the “Find a CFP” locator webpage is a big plus for us since it has the potential to grow our client base in the future.”

- **DVM at a Cat Friendly Practice® in Skaneateles, NY**



Visit catvets.com/cfp for additional information on getting started with your CFP journey!