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**IMMEDIATE RELEASE:**

**Survey Shows Cat Friendly Practice Designation Increases Feline Visits, Revenue, and Patients**  
*2015 AAFP Survey Reveals the Economic Gains From Being Designed “Cat Friendly”*

**HILLSBOROUGH, NJ (January 6, 2016)** – Fresh data from the American Association of Feline Practitioners’ (AAFP) 2015 Cat Friendly Practice (CFP) Survey reveals that the majority of CFP-designated clinics experienced an increase in both feline patients and visits because of the designation. Many also report that their increase in revenue can be attributed to implementing the CFP program. The results reflect the views of CFPs that have gone through the process of becoming designated and implemented the program in their clinic.

The AAFP created 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.

Since its inception in 2012, the CFP program has continued to gain momentum and flourish. As of January 5, 2016, the AAFP has approved 951 veterinary practices as designated CFPs, and 635 additional practices have initiated the process of completing the requirements for designation.

Here’s more on what CFPs had to say about the program:

- An impressive 98 percent of respondents are satisfied with being designated a CFP.
- When asked which benefits a CFP actually experienced, the top five benefits that respondents selected were:
  1. Less stress on feline patients
  2. Higher satisfaction among current clients with cats
  3. Demonstrated how much we care about our patients
  4. \*Staff learned things about felines they did not know before
  5. \*Improved retention or more frequent visits from existing cat owner clients

*\*New benefit listed as compared with previous years*
- 79 percent of practices report that they have increased feline visits because of being a CFP.
- 71 percent of practices have received positive feedback on being a CFP from their clients.

- 65 percent of practices attributed their increase in revenue to implementing the CFP program.
- Nearly 68 percent of respondents said they gained feline patients by being a designated CFP. Of those practices that gained feline patients, there was a fairly even distribution in the number of patients gained:
  - 30 percent — 1 to 5 patients
  - 39 percent — 6 to 15 patients
  - 20 percent — 16 to 25 patients
  - 11 percent – 26 or more

“The AAFP is committed to improving the health and welfare of cats, and one major way the association concretely shows this dedication is through the CFP Program,” said Elizabeth Colleran, DVM, MS, DABVP (Feline), Co-Chair of the CFP Committee. “Our 2015 survey results have definitively concluded that the CFP designation helps practices grow their client base of feline patients as well as positively impacts client compliance with the increase in feline visits,” said Ilona Rodan, DVM, DABVP, Co-Chair of the CFP Committee. “We are very excited and pleased with these survey results, and are confident that other practices can use this data to recognize the benefit of implementing the program in their clinics,” says Dr. Colleran.

The CFP program is poised and ready for exponential growth in 2016 and is looking forward to celebrating a major milestone early this year by hitting 1,000 designated practices.

To learn more about the CFP Program, visit: [www.catvets.com/cfp](http://www.catvets.com/cfp)

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