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AAFP Releases Video Series on Enhancing Quality-of-Care for Cats *Eight-Part Series Gives Veterinary Teams Insight into Becoming Cat Friendly*

HILLSBOROUGH, NJ (May 21, 2014) – Veterinary teams know it can be a struggle to get cat owners to schedule routine preventive care for their cats. According to the Bayer Veterinary Care Usage Study III, eighty-three percent of cats are taken to the veterinarian in the first year of ownership, yet over half of them don't return. With this startling statistic in mind, the American Association of Feline Practitioners (AAFP) has launched a new [8-part video series](#). This educational tool offers a glimpse into Cat Friendly Practices (CFP), and more specifically, how CFPs are able to provide the highest quality-of-care while showing owners a commitment to address the distinct health needs and special considerations of feline patients. Currently, over 1400 practices have started AAFP's CFP program and already over 600 have been designated. These practices are doing their part to minimize stress for both the cat and cat owner during visits.

The videos are effective resources for educating veterinary teams on becoming cat friendly, better understanding cats, tips you can incorporate into your feline appointments, and how to educate cat owners on the importance of routine veterinary care. The series begins with a brief overview, and specific techniques and recommendations are detailed in the remainder of the videos:

Part 1 — How to Make Feline Friendly Changes

Part 2 — Understanding Feline Behavior

Part 3 — Understanding & Preparing for the Feline Veterinary Visit

Part 4 — Being Flexible During Feline Examination

Part 5 — Enhancing the Feline Examination

Part 6 — Feline Friendly Handling during Veterinary Visits

Part 7 — Doing Procedures in the Examination Room

Part 8 — Now You Can Begin to Make Changes in Your Practice

[Click here](#) to watch the video series. The AAFP recommends viewing the videos in order, as they each contain information that is helpful to know in the following video.

Where to Get Content for Publication (Print & Web)

High-res images for web or print publication are available on request. Please contact Crystal DeCotiis at cdecotiis@association-partners.com, 908-359-9351 ext. 205.



Where to Get More Information & Submit Interview Requests

Contacts who wish to schedule an interview or request more information can be referred to Crystal DeCotiis at cdecotiis@association-partners.com, 908-359-9351 ext. 205.

For more information on AAFP visit: www.catvets.com, and CFPs visit: <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. The Cat Friendly Practice program is the newest effort 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.