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#### FOR IMMEDIATE RELEASE

### Results Are In! Cat Friendly Practices® See Positive Results from 2020 Survey

[BRIDGEWATER, NJ; January 28, 2021] Leading the way to improve feline healthcare is the American Association of Feline Practitioners (AAFP). One of the many ways the AAFP advances the standards of feline care is by providing veterinary teams with practical information and resources on a variety of topics, including client communication, helping clients get their cat to the veterinary office, and ways to provide a *Cat Friendly Practice*® (CFP) experience.

The *Cat Friendly Practice*® Program is a global initiative designed to elevate feline care by reducing the stress of cats, caregivers, and veterinary teams during routine examinations. This designation shows cat caregivers a practice has taken extra time and effort to consider each cat's experience and care. Currently, there are more than 1,000 *Cat Friendly Practices*® in the U.S., Canada, and Latin America.

At the close of 2020, the AAFP sent out a survey to all CFP's and is excited to share positive results, which only further highlights the impact of the program's outstanding satisfaction. Key performance indicators include a high satisfaction rate from CFP's, recommendation of the program to other veterinary professionals, and improved feline knowledge and care among practice staff.

#### Summary of 2020 Survey Results

- 99% Satisfaction Rate from CFPs
- 99% Would Recommend CFP Program to Other Veterinary Professionals
- 92% Improved Feline Knowledge and Feline Care Among Practice Staff Due to CFP Program
- 81% Increased Feline Visits from Better Feline Care and CFP Marketing
- 80% Positive Team Dynamic Impact When Handling, Treating, and Caring for Cats
- 76% Positive Feedback from Clients on Being a CFP
- 70% Increased Revenue Due to Being a CFP

In addition to the survey results, survey respondents reported the top benefits experienced from the *Cat Friendly Practice*® Program. These include less stress on feline patients, a higher satisfaction rate among clients with cats, display of care for their feline patients, improved client retention and frequency of visits, and more staff time and attention with each feline patient.

The *Cat Friendly Practice*® designation is a membership benefit of the AAFP. Veterinary practices are encouraged to obtain this this recognized symbol of excellence, and cat owners are encouraged to seek out a *Cat Friendly Practice*® for care. Also available is the recently launched Cat Friendly Certificate program for individuals looking to enhance their role in feline-focused care and understanding. More information on the Cat Friendly Certificate program can be found at [catvets.com/certificate](https://catvets.com/certificate).

To view the 2020 survey results, visit [catvets.com/cfp/veterinary-professionals](https://catvets.com/cfp/veterinary-professionals).

To learn more about the Cat Friendly Practice® Program, visit [catvets.com/cfp](https://catvets.com/cfp).

Cat caregivers can locate a CFP by visiting [catfriendly.com/find-a-vet](https://catfriendly.com/find-a-vet).

The AAFP expresses deep appreciation to our industry and organizational partners that make this program possible. The Cat Friendly Practice® Program is sponsored by Zoetis, Boehringer Ingelheim, Ceva Animal Health, Elanco, Hill's Pet Nutrition, Merck Animal Health, Purina Veterinary Diets, Royal Canin and supported by Wedgewood Pharmacy. The program is endorsed by the Association of Shelter Veterinarians, CATalyst Council, Cat Healthy, National Association of Veterinary Technicians in America, and the Winn Feline Foundation.

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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 and resources to reduce stress associated with the visit and elevate the standard of care provided to cats. Find more information at [www.catvets.com](http://www.catvets.com).