

## FOR IMMEDIATE RELEASE

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### **The AAFP Presents *Ten Solutions to Increase Cat Visits***

Hillsborough, NJ (July 23, 2013) – The American Association of Feline Practitioners (AAFP) releases practical solutions developed for veterinary practices to alleviate many of the obstacles to routine feline veterinary care.

The document, *Ten Solutions to Increase Cat Visits*, is based on the research derived from the most recent Bayer Veterinary Care Usage Study (BVCUS), BVCUS III: Feline Findings. A full 78 percent of veterinarians agree that cats represent one of the most significant missed opportunities for the veterinary profession.<sup>1</sup>

Though there has been a broad decline in veterinary visits, this and earlier studies indicated that cats are especially underserved. Bayer HealthCare and the AAFP formed a new collaboration for the BVCUS III: Feline Findings to clearly understand the obstacles to feline veterinary care and develop innovative solutions to overcome these barriers.

The *Ten Solutions to Increase Cat Visits*, revealed at the American Veterinary Medical Association's annual convention, will help veterinary practices to better understand the current trends and research from cat owners and veterinarians, and lead them to find the missed opportunities in their own practices.

The document presents ten opportunities for veterinary practices to increase feline visits through implementing the following:

1. Make the First Visit Count
2. Provide Resources Specific to Cats
3. Provide Feline-Friendly Handling
4. Educate About the Pre- and Post-Visit Experience
5. Enhance the Feline Examination
6. Reinforce and Reward Good Behavior
7. Be More Assertive in Recommending, Reminding About, and Following Up on Care
8. Identify Lapsed Cats
9. Provide Take Home Resources
10. The Cat Friendly Practice Program

AAFP in conjunction with the American Animal Hospital Association will conduct a complimentary webinar on Solutions to Increase Cat Visits for one hour of CE Credit.

To learn more, please visit [www.catvets.com/education/bvcus3](http://www.catvets.com/education/bvcus3).

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#### **About AAFP**

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 offers practice guidelines to veterinarians. 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. For more information, go to [www.catvets.com](http://www.catvets.com).

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<sup>1</sup> Bayer Veterinary Care Usage Study III: Feline Findings (2012).