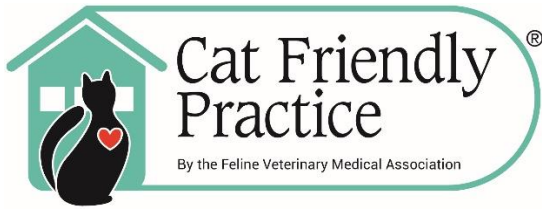


IMMEDIATE RELEASE:



MEDIA CONTACT:

Name of Owner or Practice Manager
Practice Name
Email address
Practice phone number

The Insert Practice Name Raises the Bar in Feline Care for Local Cat Caregivers as a Cat Friendly Practice®

Veterinary professionals encourage routine care for all cats to ensure a happy, healthy life.

City, State/Province (Month, Day, Year) – The insert Practice Name is proud to announce they are an officially designated Cat Friendly Practice® (CFP). As a Cat Friendly Practice®, insert Practice Name has met specific criteria and demonstrated their unique ability to treat and handle feline patients gently and with respect. The Cat Friendly Practice® Program helps veterinary teams stay ahead of best practices in feline medicine. As a result, cats and their caregivers will experience less stressful veterinary visits, as the practice is tailored to felines’ specific needs. What’s more, Cat Friendly Practices® like insert Practice Name regard the program as being key to their ongoing success.

To make insert Practice Name more comfortable for all of its feline friends, insert Practice Name staff members have worked over the past insert length of time it took to become a CFP to implement changes to be more “cat friendly.”

For their work, the insert Practice Name was recognized with a insert Silver or Gold level standard designation as a Cat Friendly Practice®, awarded by the Feline Veterinary Medical Association (FelineVMA). The FelineVMA is a trusted leader in feline health and welfare within the veterinary community.

Insert a quote from the practice owner about why it was important to them to become a CFP

EXAMPLE: “Whether it’s a routine checkup or special visit, the staff at the Small Animal Hospital is committed to ensuring cats get the very best care. To further its dedication, the hospital recently implemented the Cat Friendly Practice® (CFP) Program to offer cat caregivers feline-specific care at every phase of their cat’s health care process,” said Practice Owner.

“We encourage everyone with cats to have a checkup by a veterinarian at least once a year. It’s simple to make an appointment with us by calling insert Practice Phone Number or requesting one on our website, insert Practice Website.”

What is a Cat Friendly Practice®?

The Cat Friendly Practice® Program is leading the movement to make veterinary care less stressful for cats and their caregivers. The program provides support and in-depth, quality educational content to help veterinary professionals better understand the unique needs of cats. A designated Cat Friendly

Practice[®] has taken the extra time and steps to have the ability to consider each cat's experience and care. All Cat Friendly Practices[®] must meet certain physical and educational requirements to achieve the designation.

In 2012, the Cat Friendly Practice[®] Program was launched and since then it has continuously gained momentum and flourished. As of 2024, there were more than 880 designated CFP veterinary clinics. According to the most recent [2023 Cat Friendly Practice[®] Survey](#), the majority of respondents experience an increase in feline visits, revenue, and patients. There is a 99 percent satisfaction rate among Cat Friendly Practices[®]. Top benefits reported include:

- Less stress on feline patients and team members
- Higher client satisfaction
- Demonstrates how much the practice cares about its feline patients
- Improved client retention and frequency of visits from existing cat clients
- Gained more new feline patients
- Increased team member feline knowledge and expertise in clinic

What to expect at a Cat Friendly Practice[®]

(for more details, visit catfriendly.com)

- Cat-friendly attitude from the veterinary team
- Team members educated in feline needs and medicine
- Gentle handling
- Feline-specific advice
- Cat comfort
- Feline-tailored waiting area
- Feline-focused hospitalization and boarding areas
- Feline-sized equipment and facilities
- Comprehensive care
- Cat-specific resources

How to Become a Cat Friendly Practice[®]

Clinics interested in becoming a Cat Friendly Practice[®] need at least one veterinarian in the practice to be a FelineVMA member in order to access all the essential feline resources and CFP checklist included in membership benefits. To learn more about becoming a member and the Cat Friendly Practice[®] program, visit: www.catvets.com/cat-friendly/cfp/.

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About the Feline Veterinary Medical Association

The Feline Veterinary Medical Association (FelineVMA) supports its members in improving the health and wellbeing of cats through high standards of practice, continuing education, and evidence-based medicine (catvets.com). As a trusted leader in the veterinary community, the FelineVMA has a long-standing reputation and track record for facilitating high standards, including guidelines for practice excellence and educational resources. Over the years, the FelineVMA has encouraged veterinary professionals 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 (catvets.com/cat-friendly/cfp) was created to improve the treatment, handling, and overall healthcare provided to cats. Its purpose is to equip veterinary practices, teams, and individuals with the tools and resources to reduce stress associated with the visit and elevate the standard of care provided to cats. Launched in 2020, the Cat Friendly Certificate Program (catvets.com/cat-friendly/certificate) now provides this education to individual veterinary professionals. Catfriendly.com, or Cat Friendly Homes, is the FelineVMA's cat caregiver educational resource which is powered by feline veterinarians and includes a monthly newsletter, The Cat Column.