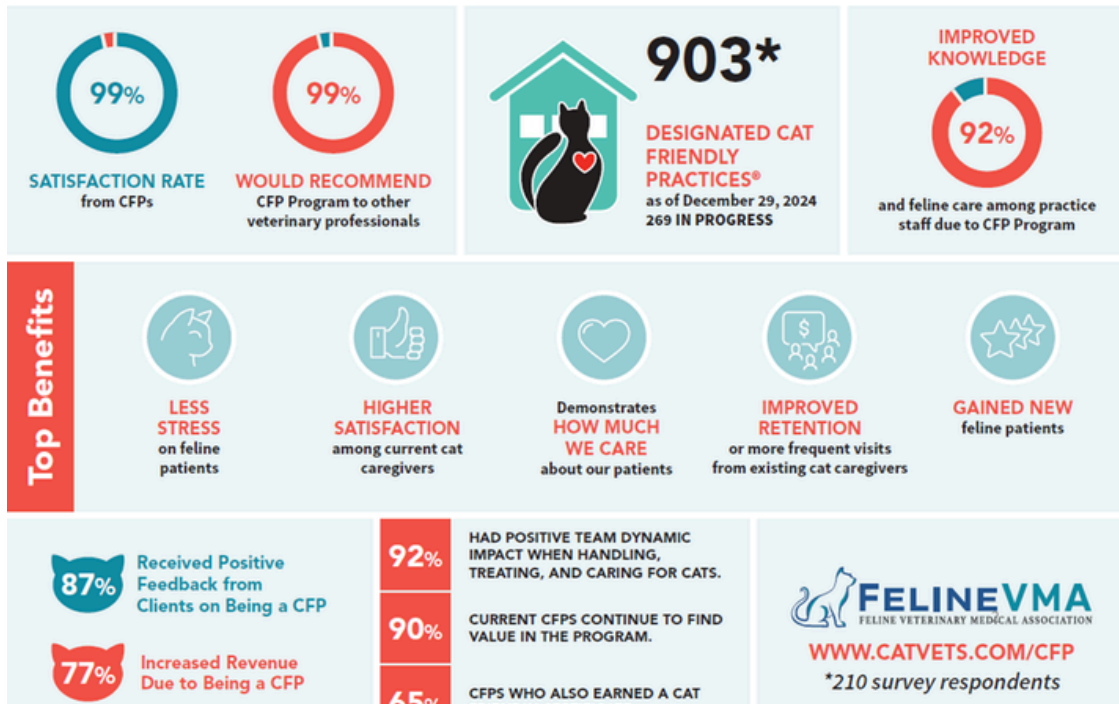


Cat Friendly Practice[®] Survey Results

The FelineVMA's Cat Friendly Practice[®] (CFP) surveys, conducted since 2013, are crucial for program improvement. This summary highlights key findings from the 2024 survey, including feedback and suggestions from your colleagues. The results are shared with FelineVMA leadership and thoroughly reviewed by the Headquarters Staff. Each year, we work to improve the CFP Program based on your feedback while staying within budget.



2024 CFP Survey Results



Thank you to the practices who completed the 2024 Cat Friendly Practice® (CFP) Survey. It really helps us assess the value of the CFP Program. We are thrilled to report that over 99% of CFPs continue to be satisfied and 99% would recommend the Cat Friendly Practice® Program.

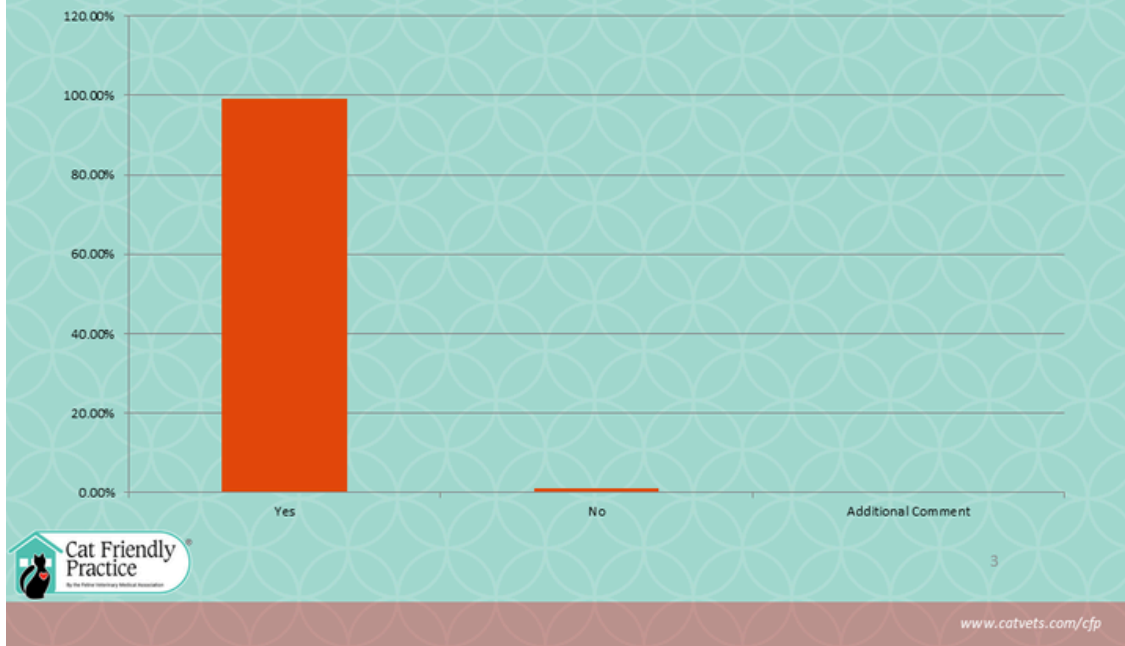
Here are some other highlights of the survey that we've been tracking since 2013:

- 92% of CFPs continue to report their practice staff have improved knowledge and feline care which matches the results from 2023.
- 87% receive positive feedback from clients on being a CFP which is a 3% increase over 2023 survey results.
- 92% state positive team dynamic impact when handling, treating, and caring for cats, which is a 4% increase from 2023.

We encourage you to share the infographic above with your team members to demonstrate the value of the Cat Friendly Practice® Program.

Cat Friendly Practice® Survey Results

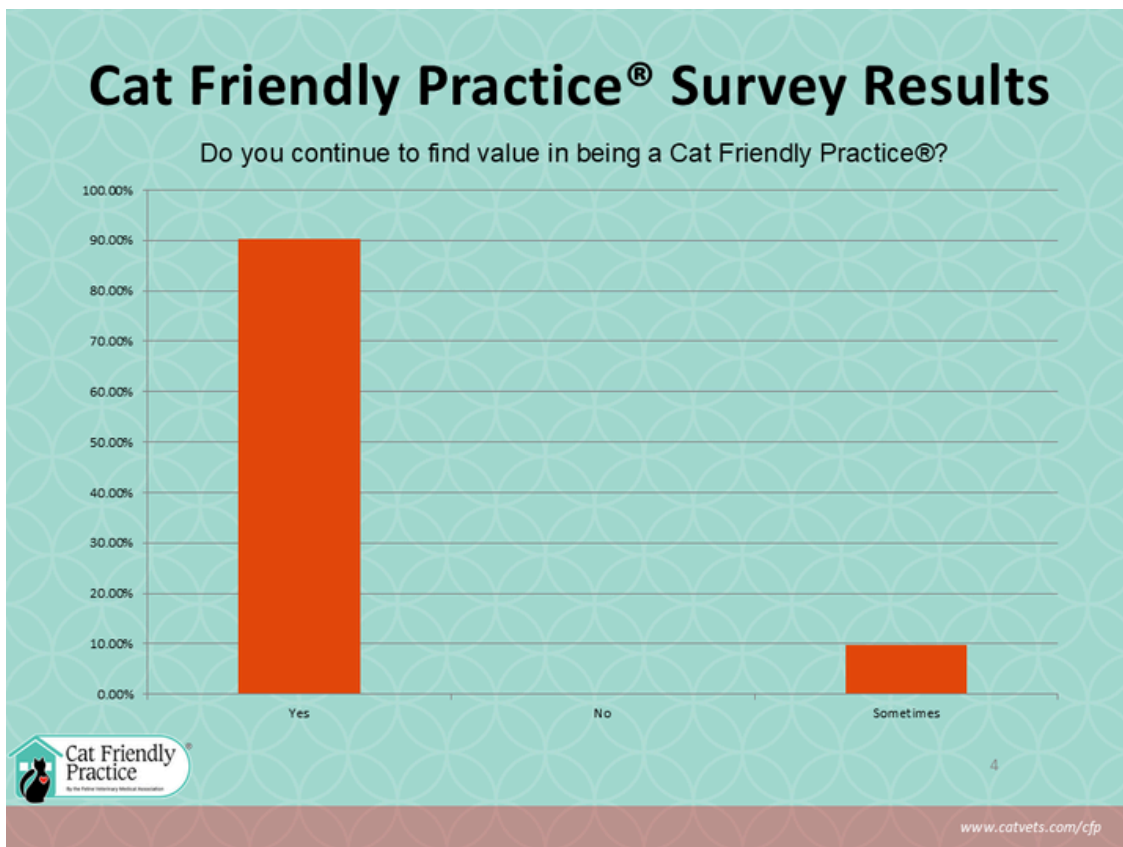
Would you recommend the Cat Friendly Practice® Program to other veterinary professionals?



Why would you recommend the Cat Friendly Practice® Program? (175 responses)

Top responses:

- Much improved relationship with the patient (cats) and the clients who appreciate the way their pet his handled. Also, less trauma! Much less stress for the cat!
- It provides a great foundation for cat care - holds us accountable. Lots of info and resources too!
- This program helps keep us continuously finding more ways to be more cat friendly in all aspects of our practice's cycle of service. Being cat friendly benefits patients, clients and staff.
- Helps us standout among other practices, helps attract cat clients.
- Helps us focus on cats and their needs. It has definitely fine-tuned our approach to our feline patients.
- The CFP program provides the guidance and support for practices to put feline-friendly, respectful handling and medicine at the forefront of all we do. It's an essential part of practice for anyone working with cats. The CFP program demonstrates our commitment to gold standard care for our feline patients. Cat friendly practice is the foundation that enables us to see cats more often and more effectively, thus improving hospital metrics along with client and patient satisfaction and health.
- It is so valuable to create a calm, understanding environment for cats' vet visits.
- It has enhanced the knowledge base and comfort level for my team regarding feline handling and behavior.
- Good resources for clients and clinic. Let's our clients know that we go the extra mile for our feline patients. Helps bring in new clients.
- I would recommend it because it is in the best interest for your feline patients. They are SO different than dogs and need extra care and steps in place to keep their vet visits as less stressful as possible.



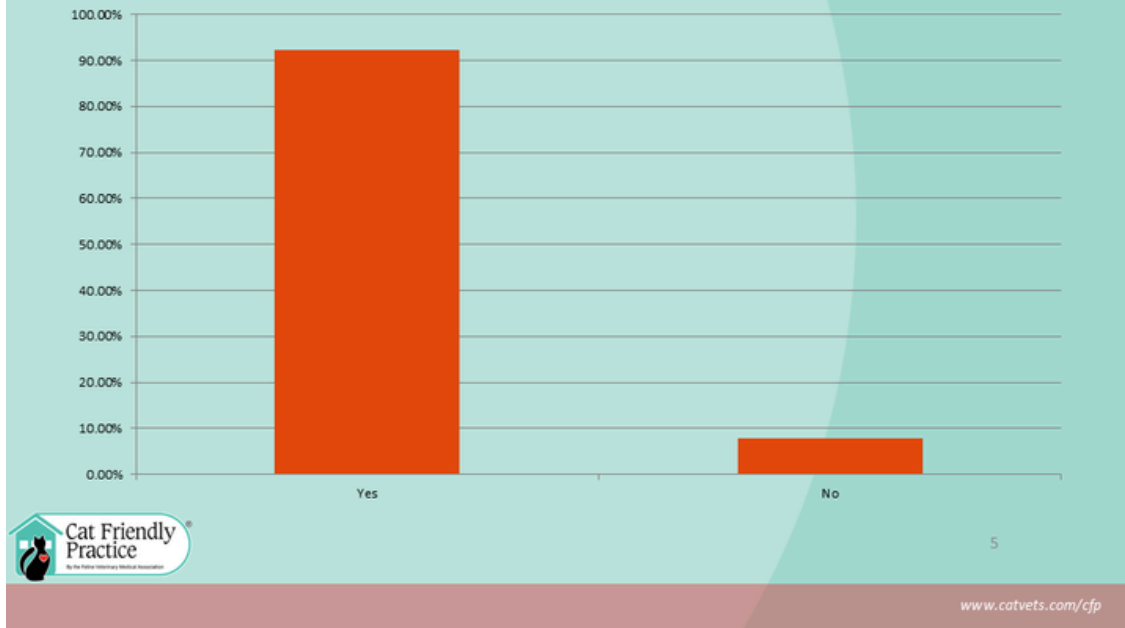
Please share what aspects of the Cat Friendly Practice Program you find valuable. (162 responses)

Top comments:

- Cat Friendly environment (Cat-only exam rooms, waiting area, hospitalization/housing, quiet, stress free).
- Educating clients, making cat experiences so much better, staff morale and personal development Staff education/professional development/CFP Toolkit/newsletters.
- Updates on proper handling and techniques to reduce stress and fear for the patient. In addition, to have a national organization to demonstrate that these techniques are supportive by a wider community and is accepted as standard of care (for handling, reduction of stress, etc.) helps hold staff accountable for standards and their behavior.
- CFP logo, Find a Practice search, marketing they are CFP.
- Brings more cat clients into the practice, sets them apart.
- Elevated standards, best practices.
- The continuing education library. Being able to tell clients we are cat friendly builds trust with clients. The standards of the cat friendly practice program give us better ideas of how we can be more cat friendly.
- It helped guide decisions when I redesigned my hospital. It helps train new staff so everyone knows how I expect cats to be treated.
- Shows to clients our dedication to putting cats first.
- Where do I start! 1) bringing more cats into the clinic 2) cats having a better experience = coming back to the clinic 3) Help with client education 4) continuing our education.

Cat Friendly Practice® Survey Results

Have you seen an improvement in feline knowledge and care among your staff since implementing the Cat Friendly Practice® Program at your practice?



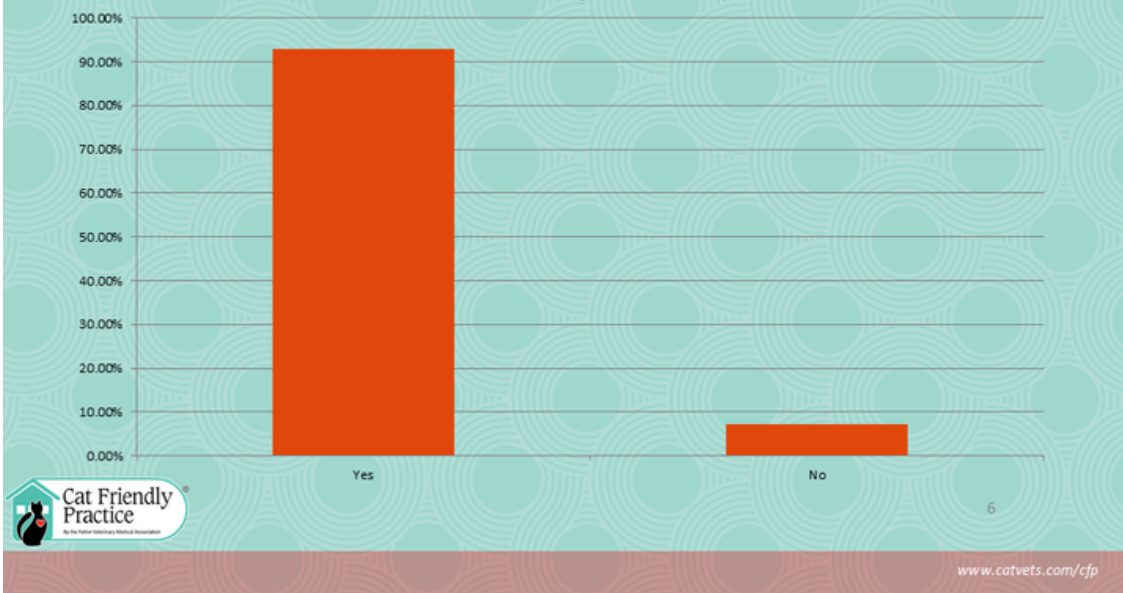
How has your practice team's feline knowledge and care improved? (165 responses)

Top responses:

- I have staff that use to dread cats who now love cats and own cats.
- The entire team can improve their ability to care for, respect and handle cats gently. These practices have also significantly reduced accidents during restraint, such as bites or scratches. The team has become more confident and the perception of the owners is excellent.
- We use the materials provided by Feline VMA as part of our onboarding process. After new staff members complete the requirements, they are much more engaged with other staff members and clients using their new knowledge. And it emphasizes the importance of being cat friendly so they are much more attuned to keeping a quiet and peaceful atmosphere within the hospital.
- Much better understanding of feline anxiety, body language, and respectful handling.
- Better advocating for anxious patients and discussion with clients prior to the patient coming into the clinic.
- It has engaged the technicians and CCRs in a more cat-focused way. They consider things from the cat's perspective - like handling, boarding, medicating, etc.
- Having a few cat specific rooms and keeping the cats out of the lobby has helped our patients this in turn shows our staff the benefits of a less stressed cat. This is only one example to show how the staff learns from protocols and experiences.
- Being more aware of how and why we approach our cat patients in a less aggressive or forceful manner.

Cat Friendly Practice® Survey Results

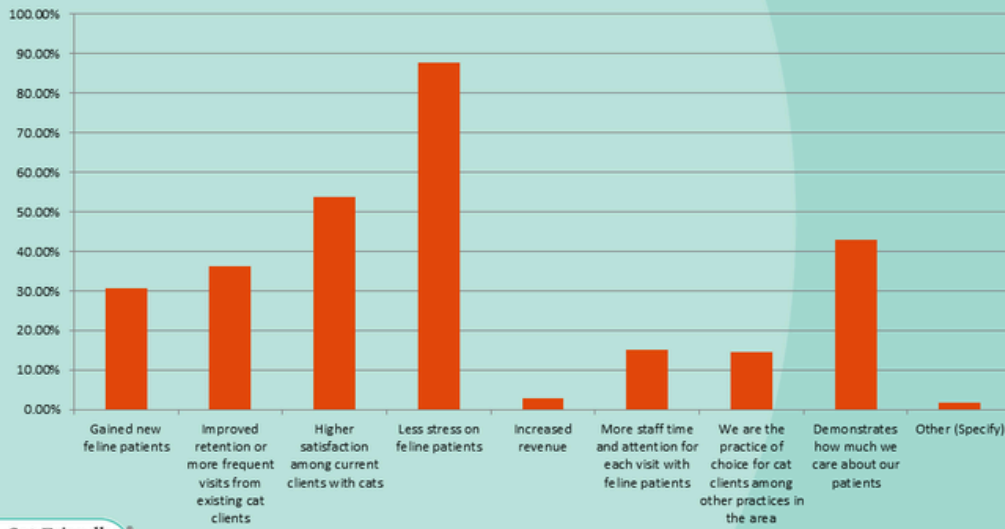
Has there been a positive change in your team dynamic in regards to the treatment and care of cats including Cat Friendly handling due to the Cat Friendly Practice® Program? (e.g., higher satisfaction when dealing with feline patients..)



We've asked this question since 2017 and survey respondents state there has been a positive change in team dynamic. The lowest percentage of 'Yes' responses was in 2020 with 80% and this highest was in 2021 with 94%.

Cat Friendly Practice® Survey Results

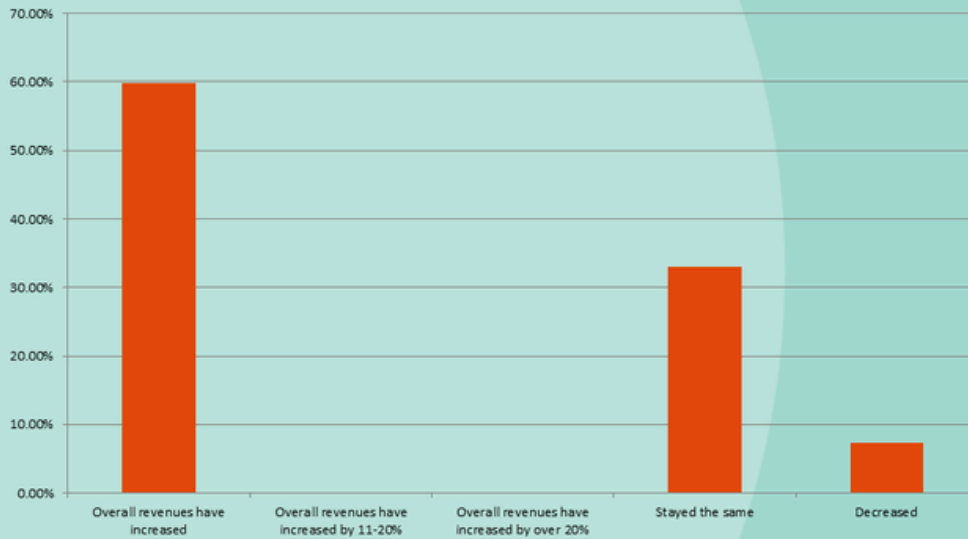
Which benefits do you believe your practice has experienced because you are a Cat Friendly Practice®? (Choose up to THREE benefits – those you consider most meaningful.)



Since 2013, survey respondents have consistently rated the top-rated benefit as less stress on feline patients. The other benefits consistently rated in the top five are: higher satisfaction among current clients with cats, demonstrates how much we care about our patients, and improved retention or more frequent visits from existing cat clients.

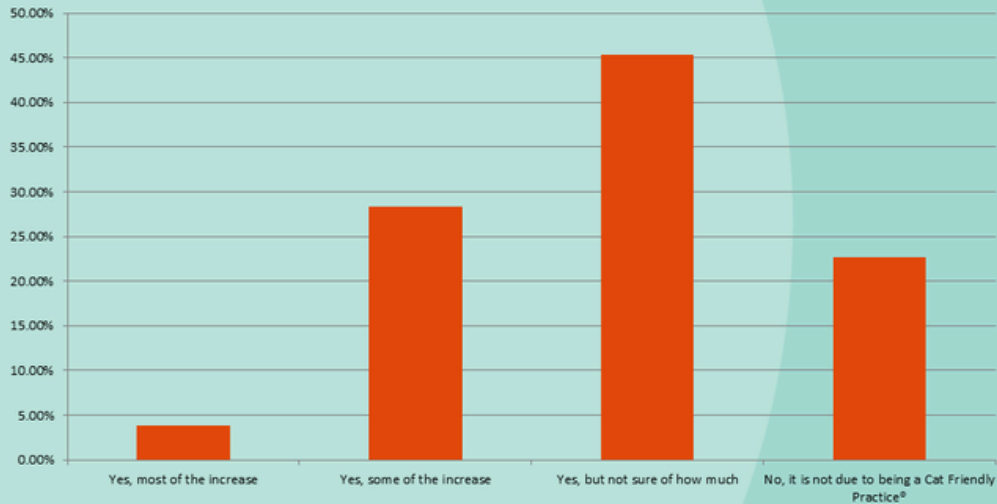
Cat Friendly Practice[®] Survey Results

Overall, how does your 2024 revenue compare to 2023?



Cat Friendly Practice® Survey Results

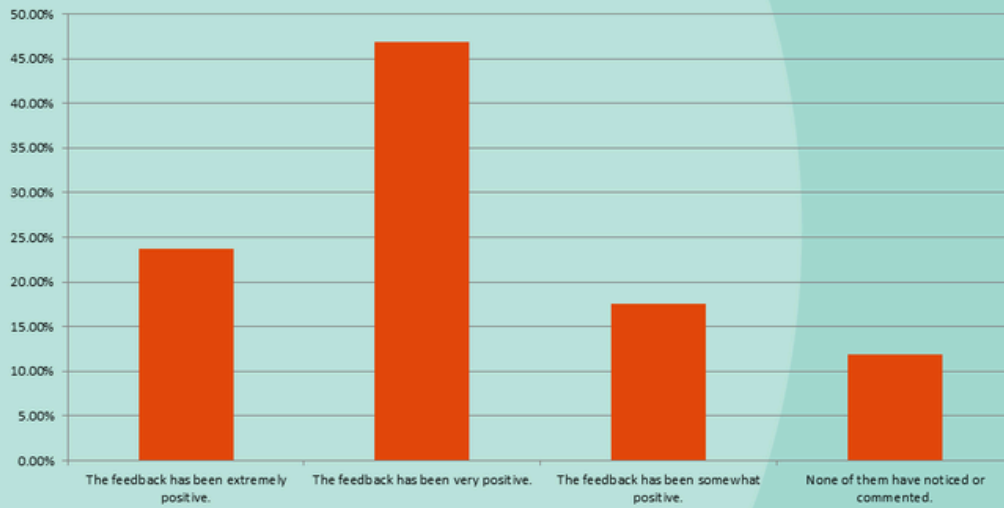
Do you believe any of the increase can be attributed to being a Cat Friendly Practice®?



Since 2013, survey respondents have stated they can attribute some of the revenue increase to being a Cat Friendly Practice. The percentages have ranged from 50% in 2014 to 81% in 2022.

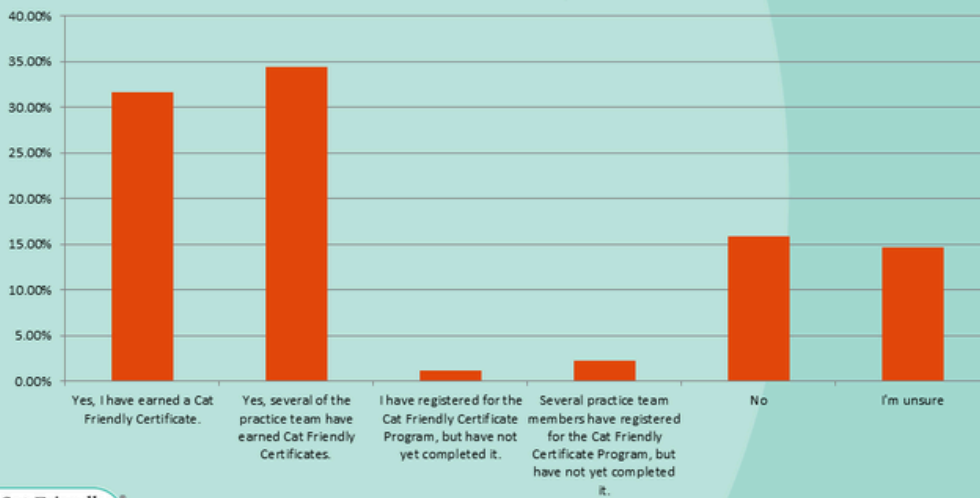
Cat Friendly Practice® Survey Results

How has the feedback from your cat clients been about your status as a Cat Friendly Practice®?



Cat Friendly Practice® Survey Results

Have you or anyone on your practice team earned one of the FelineVMA Cat Friendly Certificates? (Cat Friendly Veterinarian®, Cat Friendly Veterinary Professional®, or Cat Friendly Veterinary Advocate®)

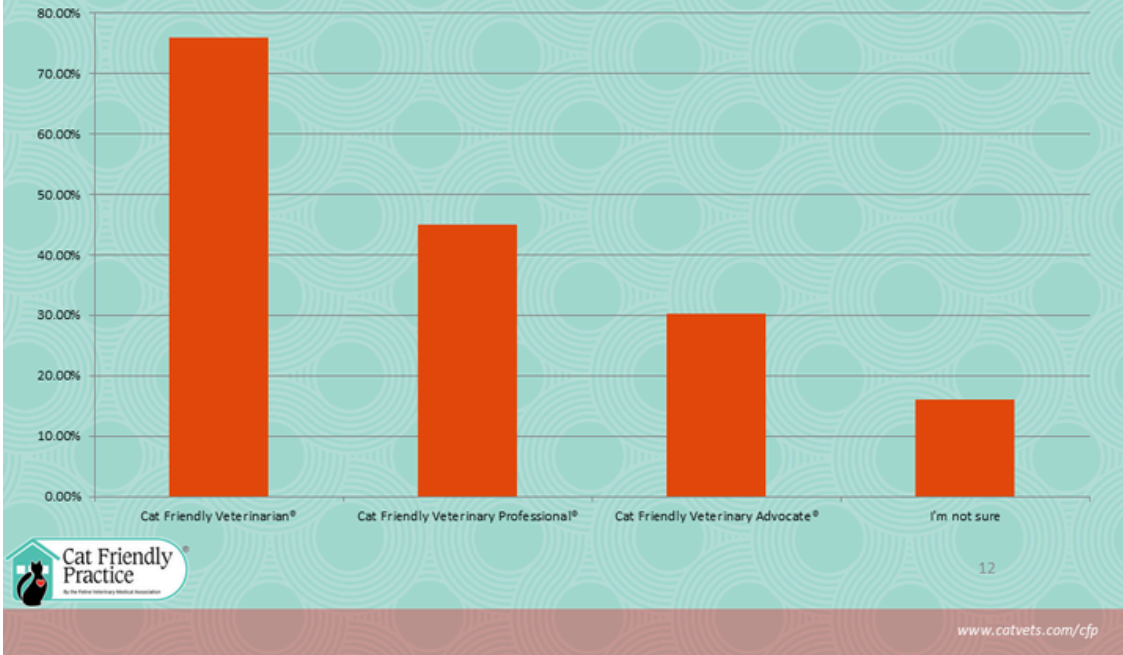


We added this question in 2024 to see how many of our Cat Friendly Practices earned or signed up for the Cat Friendly Certificate Program.

- 66% of respondents have earned or someone at their practice have earned a Cat Friendly Certificate.

Cat Friendly Practice® Survey Results

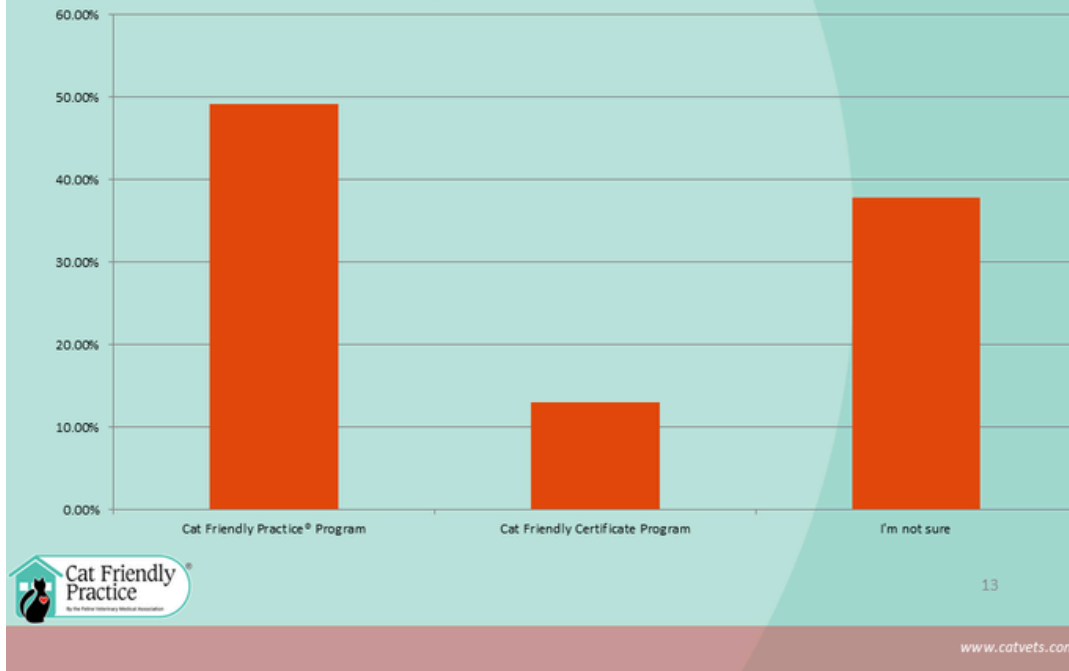
Please select the Cat Friendly Certificate(s) that you or another practice team member earned or registered to take.



Here's the breakdown of the Certificates that team members at CFPs have signed up for according to 149 survey respondents.

Cat Friendly Practice® Survey Results

Which Program do you find has more value?



Here are the follow up questions to the slide.

Why do you feel the Cat Friendly Practice® Program has more value? (77 responses)

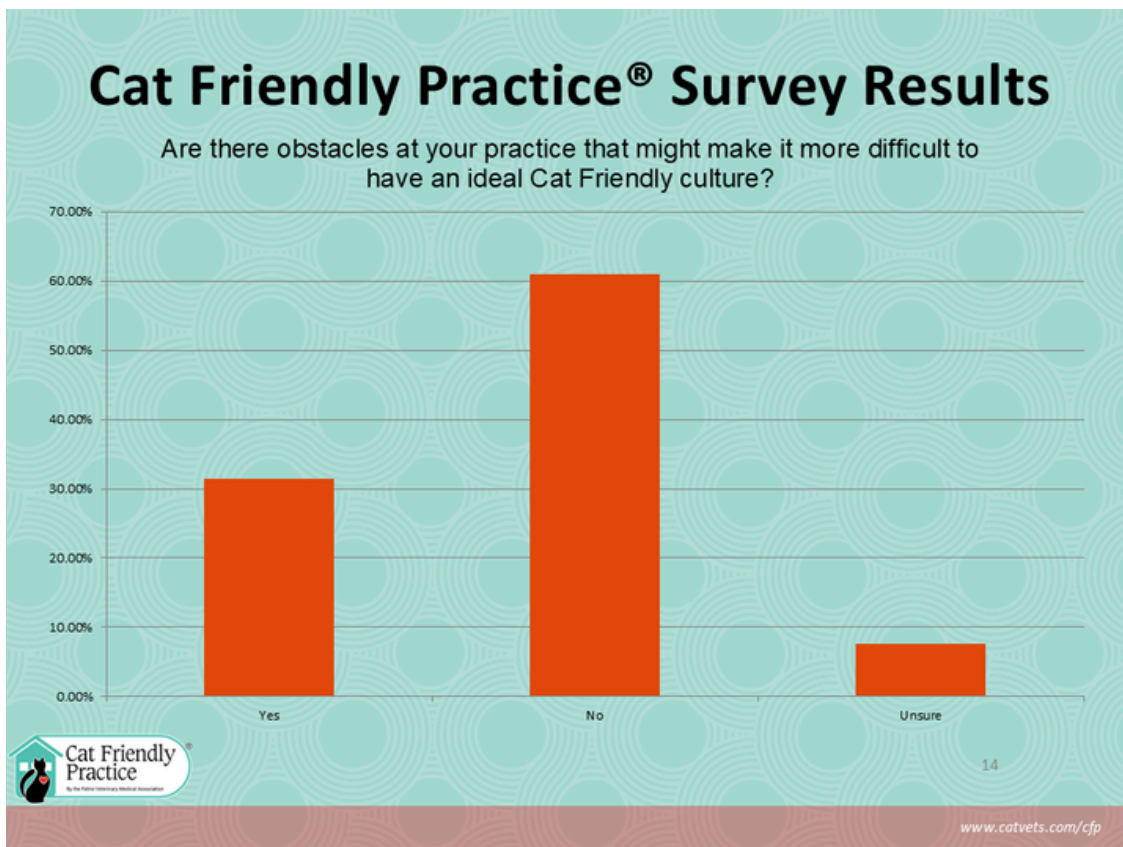
Top Responses:

- It encompasses a great width and depth of knowledge than the certificate.
- More of a global, clinic-wide, team-wide approach.
- It has led to a culture change.
- I'm torn on this question because they both are extremely valuable. I chose CFP because I feel the certificates could be a piece of the overall Cat Friendly Practice program.
- Hospital wide changes affect day to day more.
- That's what pet parents look for when looking for their cats' care.
- It ensures that our entire team commits to certain standards, not just certain individuals who may or may not have taken the individual certification.
- Better educated staff leads to more diagnostics, which leads to better care for our clients and patients.
- Changed a lot of our practices and housing for pets.
- Facility/staff training requirements > don't change, staff may change.

Why do you feel the Cat Friendly Certificate Program has more value? (18 responses)

Top Responses:

- It is more specific to how certain individuals can interact with cats and treat them on a day-to-day basis instead of the clinic being "Cat friendly" and the staff don't always know what that means.
- I feel that it is individually tailored which makes learning cat friendly easier on staff overall.
- Allows displaying of achievement to clients.
- More specific and likely to comply, builds a foundation that can be shared.
- With regard to staff training, it goes more in depth with daily topics and basic understanding of feline behaviors.
- Having individual staff members earning CE credit forces them to sit down and take the time to learn about cats needs which is the best way for us to provide quality care to cats.



Are there obstacles at your practice that might make it more difficult to have an ideal Cat Friendly culture? (48 comments)

Top comments:

- Staff retention issues that plague the whole industry.
- It is difficult to get everyone and every doctor on the same page with feline friendly practices.
- Team morale and stress level, difficulty having the right people in the right seats and keep employees long enough to fully use the value of cat friendly handling. Many team members are finding it difficult to slow down and give cats the time and attention they need.
- We also treat dogs, so the smells and sounds are always a factor.
- We are unable to soundproof our cat rooms.
- Building limitations, space in our practice is tight, building layout.
- Lots of staff that rotates, not a consistent cat group.
- Time. Some clients that are averse to feline friendly handling techniques.
- Time allotted for appointments. Sometimes we need longer for cats.

Cat Friendly Practice® Survey Results

Recognizing the time constraints in the veterinary environment, what can the FelineVMA do for busy Practices to help ensure the Cat Friendly Practice® concepts infiltrate your Practice and remain a part of its culture, even when team members leave and/or when new team members come on board? (172 comments)

Top comments

- **More visual resources.**
- **Onboarding module we can show to new staff.**
- **Video for staff on handling, implementing Cat Friendly practices.**
- **It would be incredibly helpful to have 'team meetings in a box' with quick learning sessions for monthly meetings for education.**
- **Teach Cat Friendly basics in all veterinary education programs, vet schools, tech schools tec. Many licensed individuals are hired and have very poor cat handling experience or knowledge. Scruffing is till taught in most vet programs!!**
- **Encouraging the Cat Friendly to be a part of the onboarding process of any new employee. Maybe a brochure that says, "Welcome! Now you need to be CFP certified and here is how," etc.**



Cat Friendly Practice® Survey Results

What type of resources or tools would be valuable to your Practice? Please be specific.
For example: Ads we can use to market our Practice as a Cat Friendly Practice®,
educational presentations, etc. (168 responses)

Top comments

- **Professional posters and emblems to use on scrub tops to recognize and market, Videos to stream in the waiting room.**
- **Short videos we can use on our website and Facebook to help reiterate things we talk about in the exam room: claw care, how to pill/medicate cats, environmental needs of cats, litterbox care, etc.**
- **More Social media posts in toolkit for us to use, showcase different CFPs in your own social media posts.**
- **Additional marketing tools are always helpful. More diversity of marketing information and images so that marketing can be regular and varied.**
- **Handouts or things to use in the office to help cats have a better visit or inform clients of the things that we are doing or they can do.**



If you have any questions or
comments regarding the 2024
Cat Friendly Practice® survey
results, please email us at
info@catvets.com



www.catvets.com/cfp

If you have any questions or encounter any issues, please email us at info@catvets.com or call us at 1-800-874-0498.