



ANNUAL

REPORT 2025

Growing, Strengthening, and
Transforming Feline Health and Wellbeing



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Mission and Vision



Mission

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.



Vision Statement

We are the trusted leaders in feline health and wellbeing for the veterinary community and cat caregivers.

Mission and Member-driven

We work collaboratively and demonstrate a constant commitment to the best interests of our members.

Science-based

We lead with science, providing trusted and evidence-based information. We support veterinary teams in their education and awareness of feline health and welfare, increasing the standards of care for cats, and encourage the ongoing pursuit of knowledge.

Professionalism

We uphold high standards for the endeavors of the Association on behalf of our members and the community, acting with integrity, honesty, and respect in all of our individual pursuits and collective initiatives.

Diversity, Equity, Inclusion, and Access

We commit to convene and nurture a diverse community of individuals, and respect the dimensions of diversity among us and the populations we serve. We further value the differences in ideas, perspectives, and people in our community in order to foster an environment of inclusion in pursuit of excellence in feline medicine and surgery.

Accountability

We practice prudent financial decision-making and accountability, as well as demonstrate commitment, passion, and leadership to our members.

Respect

We practice positive and effective communication, promote individual and organizational growth, work as a cohesive team, and support leadership decisions to be one voice for the Association.



LEARN MORE ABOUT THE FELINEVMA
catvets.com | catfriendly.com

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- @CatFriendlyHomes
- @CatVets
- info@catvets.com

Message from the FelineVMA President and CEO



This year has been an incredibly rewarding chapter for our Association. When we rebranded to the Feline Veterinary Medical Association (FelineVMA) in 2024, it was essential that we carried that momentum forward into 2025. To support this continued growth and provide a clear pathway for the future, we developed a new Strategic Plan that will guide FelineVMA through 2028 and beyond.

In 2025, we surpassed 4,900 FelineVMA Members. Every achievement this year is a direct result of our members' and partners' dedication, passion, and unwavering commitment to elevating feline care. Our always-popular FelineVMA Annual Conference, held in Portland, OR, welcomed a record-breaking number of veterinary professionals, reflecting the strength and enthusiasm of this growing community. For the second consecutive year, Virtual Access ensured that those unable to attend in person could still benefit from most of the Main Ballroom sessions (Virtual Access is included at no additional cost for in-person attendees).

There is much to be excited about in 2026. The Feline Heart Health Certificate Program is slated to launch in early Spring 2026, empowering first-opinion veterinarians to confidently assess, diagnose, and manage feline cardiac conditions — ultimately improving outcomes and expanding access to specialized care. In 2026, we will also begin work on our strategic initiatives, reaffirming our commitment to advancing feline medicine and wellbeing.

Thank you for being part of this journey. I look forward to everything we will accomplish together in the year ahead.

Sincerely,

Hazel Carney, DVM, MS, DABVP (Canine/Feline Emeritus)
President

Heather O'Steen, CAE
Chief Executive Officer

Where We've Been. Where We're Heading.

PROVEN (2025):

- 2025 FelineVMA Feline Oral Health and Dental Care Guidelines
- Record-breaking FelineVMA Annual Conference "Feline Nephrology, Urology, & Dentistry"
- Successful Spring into Feline Medicine eConference
- New Guideline Brief based on the AAFP *Intercat Tension Guidelines: Recognition, Prevention, and Management*
- Library of more than 80 on-demand webinars
- Key Endorsements: *iCatCare 2025 Consensus Guidelines on the Diagnosis and Management of Diabetes Mellitus in Cats; An Update on Treatment of FIP Using Antiviral Drugs in 2025; 2025 iCatCare Consensus Guidelines on the Diagnosis and Management of Lower Urinary Tract Diseases in Cats*
- FelineVMA Student Chapter Veterinary Technician School Expansion
- Inaugural Vet Tech Purr-posium Virtual Event
- Student Travel Scholarships Awarded
- New Position Statements: *2025 Hybrid Cats; 2025 Transportation of Cats in Motor Vehicles; 2025 Meeting the Physical and Emotional Needs of Indoor Cats; 2025 Socialization of Feral Kittens*
- 2025-2028 Strategic Plan Developed

OPPORTUNITY (2026):

- Feline Heart Health Certificate Program
- FelineVMA Annual Conference: "Whiskers and Wisdom: Senior Care, Endocrinology, Infectious Disease, & Latest Feline Innovations"
- New Positive Reinforcement Educational Toolkit
- Thyroid Disease Practice Guidelines
- Annual Spring into Feline Medicine eConference
- Diabetes Educational Toolkit Updates
- 2nd Vet Tech Purr-posium Virtual Event
- Expansion of Volunteer Opportunities and Member Community
- Expansion of the Cat Friendly Campaign
- Continued Technology Updates

2025-26 Board of Directors



President
**Hazel Carney, DVM, MS,
DABVP (Canine/Feline Emeritus)**



President-elect
Cathy Lund, DVM



**Immediate Past
President**
**Ashlie Saffire, DVM,
DABVP (Feline)**



Treasurer
Michelle Meyer, DVM

Directors

Lacie Lee, DVM
2025-2027

Ross Mahowald, DVM
2024-2026

Autumn McBride, DVM
2024-2026

**Melissa Mustillo,
DVM, DABVP
(Feline)**
2025-2027

Kira Ramdas, DVM
2024-2026

Angie Smith, VMD
2024-2026

**Dana Tatman-Lilly,
DVM, MS**
2025-2027

Board Interns

Petra Černá, PhD DACVIM (SAIM) MANZCVS
(Medicine of Cats) CertAVP (SAM-F) MRCVS
AFHEA AdvCertFB, DABVP (Feline)

Alexandre Daniel, DVM, MSc., DABVP
(Feline), FFABVP (CAPMP)

AVMA Delegate
Colleen Currigan, DVM

AVMA Alternate
Cathy Lund, DVM

Technician Representative
Jamie Rauscher, LVT
2024-2026

Student Representative
Marisa Varni



FelineVMA 2025–2028 Strategic Plan

At the May FelineVMA Board Meeting, the Board of Directors approved the 2025-2028 Strategic Plan. The FelineVMA's 2025–2028 Strategic Plan charts a confident path forward, positioning the Association to better serve members and veterinary professionals, elevate feline care, and build long-term organizational resilience. Grounded in clear priorities and informed by member needs, the plan focuses on four key pillars that together strengthen our foundation while expanding our impact.

The four pillars of the plan are as follows:



Ensure FelineVMA has the internal infrastructure for sustainable growth and quality

The FelineVMA will refine its internal systems, technology, and processes to support long-term stability and high-quality delivery across all programs. Strengthening our operational backbone allows the Association to grow efficiently and serve FelineVMA Members more effectively.



Expand educational resources to increase access to feline-focused education

To meet increasing demand for high-quality learning, the FelineVMA will broaden its educational offerings, enhance digital access, and develop new resources that support veterinary professionals at every stage of their careers.



Invest in revitalization of Cat Friendly Practice®

These efforts will prioritize integration of Cat Friendly techniques into practice for all veterinary professionals. This will focus on strategies to increase feline medicalization — ensuring cats receive timely, high-quality care in an environment that respects the cat's needs and creates a better experience for cats and their caregivers.



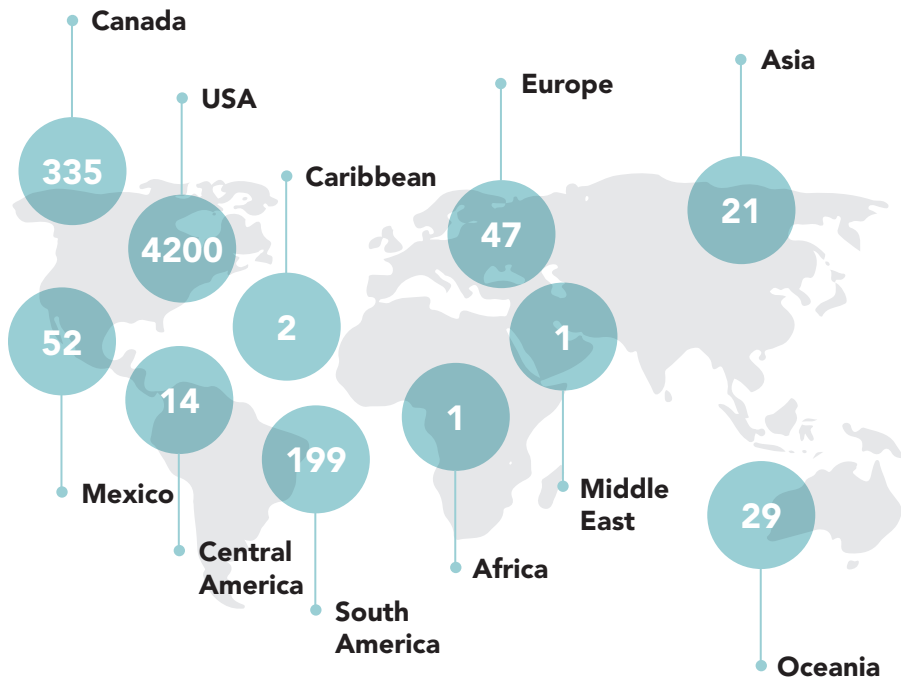
Strengthen and diversify revenue streams

By expanding programmatic offerings, exploring new models, and cultivating partnerships, the FelineVMA will build a more resilient financial foundation which allows us to implement other strategic initiatives and programs that support feline health and innovation.

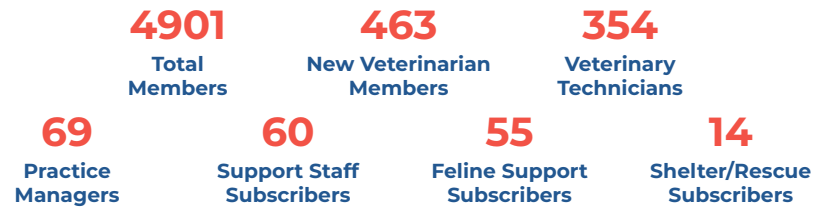
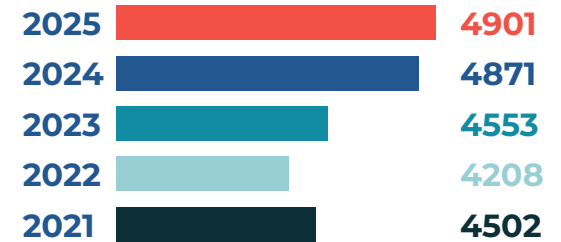
Membership

FelineVMA Members are leading the way in advancing feline healthcare and wellbeing, benefiting cats and their caregivers. We strive to equip our members with the latest educational resources, tools, programs, and valuable benefits focused on feline health. In 2025, the Association set a record for total members, eclipsing the high mark set in 2024.

Member Demographics



5-Year Snapshot



NAVTA/FelineVMA Joint Technician Membership

The FelineVMA and the National Association of Veterinary Technicians in America (NAVTA) joint membership partnership continued in 2025. Veterinary technicians, nurses, technologists, and specialists licensed, registered, or certified to practice in the United States are eligible for the Joint NAVTA/FelineVMA Membership.

The number of joint memberships increased

25%
from 2024.

New Subscriber Levels in 2025

In 2025, the FelineVMA launched two new subscriber membership levels — **Shelter/Rescue Staff**. The creation of these new levels reinforces the need to provide the necessary resources to anyone who works with cats.

Latin America Strategic Updates

- New newsletter for Latin American Members launched in Spanish and Portuguese
- Translated 2024 AAFP *Intercat Tension Guidelines: Recognition, Prevention, and Management* and 2020 *Feline Retrovirus Management Guidelines to Portuguese*
- Guideline Briefs Translated in Spanish and Portuguese: *ISFM/AAFP Cat Friendly Veterinary Environment Guidelines*
- Cat in Rio – Educational Track and Exhibit Booth

Education

Annual Conference Record Attendance in 2025!

	2018	2019	2020	2021	2022	2023	2024	2025
Veterinary Professionals In-person	1187	1379	NA	345	701	681	944	1392
Students In-person	52	58	NA	20	15	27	64	85
Exhibitors & Guests In-person	228	296	NA	179	255	240	256	203
Virtual Attendees	NA	NA	1935	1055	1032	947	569	642*
Total In-person Attendees	1467	1733	2090	1599	2003	1895	1264	1,680*

*Totals as of 12/29/2025. Access to the Virtual Conference is included in the registration fee for in-person attendees. Registration will continue through May 2026.

Total In-person Registrants

- 1,680** In-person Attendees
- 1,137** Veterinarians
- 195** Technicians/Nurses
- 60** Practice Managers/Hospital Staff
- 85** Students
- 203** Exhibitors and Guests

Virtual Conference Registrants*

- 642** Registrants
- 52** Total Sessions
- 47** Hours of Available CE
- 1,545** Hours Watched
- 1,437** CE Earned



2026 Save the Date



Whiskers and Wisdom:
Senior Care, Endocrinology, Infectious Disease, & Latest Feline Innovations

2026 ANNUAL CONFERENCE



September 24 – 27, 2026

Broward County Convention Center
Fort Lauderdale, FL

www.catvets.com/conference2026

catvets.com/conference2026

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ANNUAL CONFERENCE TESTIMONIALS

"The passion and enthusiasm of the lecturers is extraordinary. They are so knowledgeable and maintained excellent energy the entire time! So grateful for this invigorating educational experience."

"The Conference was great, and so well organized. I am so impressed with the FelineVMA and will likely become a member."

"Thank you to all who contributed to putting on the Conference. It was excellent in every way."

"This is probably the best Conference I've attended, thank you!"

"Thank you for all your hard work to organize this Conference. I had a really good time and learned so much!"

"It was an exceptional Conference, and I'm so happy that I could attend. I loved being surrounded by other feline-focused veterinary people."



2025 Spring into Feline Medicine eConference

Live Presentations on April 27, May 7, May 17, 2025
On-demand was available through December 31, 2025

Demographics/Stats

1,076	Registered
578	Live
15,688	On-demand Presentation Views
8,870	Hours Spent in Livestreams
12	Total Sessions
13	Speakers
5,493	Total CE Awarded
13	Hours of Available CE

2025 Topics

NSAID use in cats, paraneoplastic syndrome, feline pleural space disease, FeLV and other infectious disease updates, nutrition strategies for diabetic cats, hypercalcemia, blood transfusions, and more.

SPRING eCONFERENCE SPONSORS



NATURAL
Veterinary Diet
Enhanced with Vitamins, Minerals & Other Nutrients



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ROYAL CANIN

Vet Tech Purr-posium

The inaugural Vet Tech Purr-posium, our first dedicated CE event for veterinary technicians, by veterinary technicians, was held on March 25, 2025. Featuring three CE sessions from two expert speakers – Alison Gottlieb, BS, CVT, VTS (ECC) and Kara Burns, MS, MEd, LVT, VTS (Nutrition) – attendees learned about the fundamental principles of Cat Friendly handling and interactions, the veterinary technician’s foundational role in treating chronic feline pain, and how to be a Cat Friendly “advoCat” for cats with urgent respiratory distress.

233	Attended Live
364	Live and On Demand



2026 Save the Date

FELINE VETERINARY MEDICAL ASSOCIATION

2026 Spring into Feline Medicine

THREE-DAY VIRTUAL LIVE CE EVENT

Sunday, April 19 | Wednesday, April 29 | Saturday, May 9



FELINEVMA
FELINE VETERINARY MEDICAL ASSOCIATION
www.catvets.com/education

SAVE THE DATE!

catvets.com/sfm2026

2026 Save the Date

Vet Tech Purr-posium 2026 (March 2026)



2025 eLearning Center

6,704

Active Users Year to Date

4,634

Users Registered an eLearning Account in 2025

11,641

Total Registrations

3,298

Cat Friendly Certificate Registrations

18,826

Total CE Credits earned in 2025



2025 Webinars

Tackling HARD Cases: What to Know About the New 2024 AHS Feline Guidelines

C. Thomas Nelson, DVM, and W. Mark Cousins, DVM, DABVP (Feline), CVPP, CVA

Intercat Tension Guidelines: Recognition, Prevention, and Management

Ilona Rodan, DVM, DABVP (Feline)

Sponsored by Sleepypod, CEVA, and Hills Pet Nutrition

Senior Cats and Hidden Diseases

Diane Delmain, DVM, DABVP (Feline)

Sponsored by Boehringer-Ingelheim

Avoiding Cat-astrophy: How to Engage Cat Caregivers in Lifelong Care

Eric Garcia

Sponsored by Boehringer-Ingelheim

Unveiling the Latest Insights on Feline Vector-borne Diseases

Amber Whittle, DVM, CVA

Sponsored by Zoetis

Meowphology Matters: Automated Hematology Testing in Cats

Kim Yore, DVM, MS, DACVIM (SAIM)

Sponsored by IDEXX

What's New with Feline Kidney Disease

Jessica Quimby, DVM, PhD, DACVIM

Sponsored by Dechra



2025 All Cats Considered Podcasts

14

Episodes Released

2,098

Total Listens

Tracks at Other Conferences: Coming in 2026

VMX 2026

January 17-21, 2026 – Orlando, FL

- » Implementing the FelineVMA Dental Guidelines: Focusing on Practical Aspects to Use
- » Connecting the 'O's for Cats: Oral and Old – Oral Care in Older Cats
- » The Right Stuff: The Right Tools and Skills to Survive Feline Dentistry

Speaker: Heidi Lobprise, DVM, DAVDC

- » FelineVMA Heart Health Certificate
- » Feline Hypertrophic Cardiomyopathy: Diagnosis And Management
- » Cats with Heart Murmurs: What Now?

Speaker: Joshua Stern, DVM, PhD, DACVIM (Cardiology)

Crossroads Veterinary Conference

February 6, 2026 – Noble, IN

- » Feline Lower Urinary Tract Disease: Updates on Diagnosis and Management
- » Acute and Chronic Management of Feline Constipation
- » Feline Chronic Enteropathy: Diagnosis and Dietary Management
- » Feline Hyperthyroidism: Updates on Diagnosis and Management
- » Senior Cats and Blood Pressure Stats

Speaker: Ashlie Saffire, DVM, DABVP (Feline)

» Elevating Feline Healthcare and a Look at Cat Friendly Techniques

» Nursing and Nutrition for the Hospitalized Feline Patient

Speakers: Ashlie Saffire, DVM, DABVP (Feline), and Caitlin Dutcher-Lundy, RVT, VTS (CP-Feline)

The FelineVMA Feline Heart Health Certificate Program

(Coming Spring 2026)

The FelineVMA Feline Heart Health Certificate Program empowers first-opinion veterinarians to confidently assess, diagnose, and manage feline cardiac conditions, improving outcomes and expanding access to care. By enhancing your ability to identify, triage, and manage these patients, this Program helps you deliver advanced cardiac services to feline patients who may not have access to a specialist, while optimizing collaboration with veterinary cardiologists.

Twelve Modules Covering

1. Anatomy and Physiology of the Feline Heart
2. The Feline Cardiovascular Physical Examination in Health and Disease
3. Feline Cardiac Disease Overview
4. Non-echocardiographic Cardiovascular Diagnostics
5. Thoracic Point of Care Ultrasound
6. Cardiomyopathies I: Hypertrophic Cardiomyopathy
7. Cardiomyopathies II: Other Cardiomyopathies
8. Congestive Heart Failure
9. Cardiogenic Arterial Thromboembolism
10. Managing Cats with Cardiac Disease in the Practice
11. Case Studies and Practical Applications
12. Client Education and Communication

catvets.com/heart-health

Educational Grants Provided By:



Publications

The Feline Practitioner Magazine

catvets.com/TFP

The Feline Practitioner, the #1-ranked member benefit, is our exclusive quarterly magazine for FelineVMA. Each issue offers a wealth of medical content, including RACE-approved Feature Articles, Clinical Case Studies, Technician Articles, Pearls of Wisdom, and Tear-and-Share resources. Articles feature evidence-based information while focusing on practical recommendations and tips that can be applied to veterinary professionals. The Feline Practitioner brings the latest high-level, cutting-edge information on cats, and our readers gain new insight and ideas on how to better recognize, diagnose, treat, and manage feline diseases and conditions.

Tear 'N Share: Transfusion Monitoring Sheet

RECIPIENT DETAILS
 Name: _____
 Signalment: _____
 Case no.: _____
 Blood type: _____
 PCV/TS: _____ Serum/plasma color: _____
 Body weight: _____
 Previous transfusions: _____
 Reason for transfusion: _____
 Clinician: _____ Signature: _____

PRODUCT DETAILS
 Blood Product ID: _____
 Date of collection: _____
 Expiry date: _____
 Blood type: _____
 PCV/TS: _____ Serum/plasma color: _____
 Unit volume: _____

(Please circle) PRBC Canine Feline Canine Feline Canine Feline Other (specify): _____
 Administration plan (volume & rate): _____ Name _____ Signature _____

Cross-matched? Compatible Incompatible Not evaluated Method of admin: Gravity Syringe driver Fluid pump

Correct patient (initiated by 1): _____ Correct unit (initiated by 2): _____ IV catheter checked: _____
 Start time: _____ Date: _____ Person starting transfusion: _____

	Time	Infusion rate ml/hr	Resp. rate	Pulse rate	MM Color & CRT	Temp °C	Mentation	S/GM blood pressure	Serum/plasma/urine color	Angiodema/ Erythema/ Pruritus (Y/N)	Vomit or diarrhea (Y/N)	Other concerns
Pre-transfusion												
5 mins												
15 mins												
30 mins												
60 mins												
2 hours												
3 hours												
4 hours												
15 mins post-transfusion												
1 hour post-transfusion												
24 hours post-transfusion												

Finish time: _____ Volume infused: _____ Post-transfusion PCV & time: _____
 Comments: _____

Feline Veterinary Medical Association • The Feline Practitioner

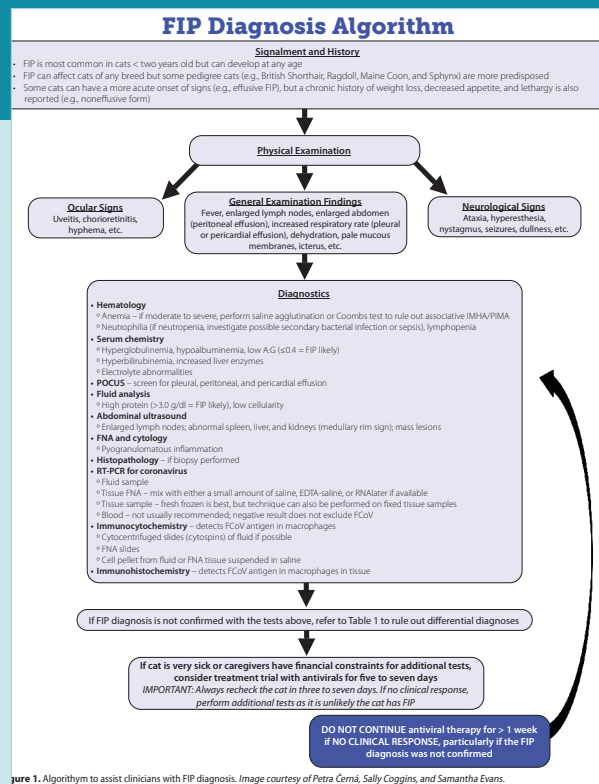


Figure 1. Algorithm to assist clinicians with FIP diagnosis. Image courtesy of Petra Cemá, Sally Coggins, and Samantha Evans.

Reach our dedicated members with an ad in *The Feline Practitioner*

Visit catvets.com/media-kit to learn more.





JFMS Special Collections

catvets.com/jfms

The *Journal of Feline Medicine and Surgery (JFMS)* Special Collections aims to attract and compile high-quality papers on specific topics. These collections are created in collaboration with a Guest Editor. Papers are invited through a general call for submissions or may be commissioned directly by the Guest Editor. The following special collections were published in 2025:

- » **Pain and pain management in cats**
Guest Editor: Mark Epstein, TotalBond Veterinary Hospitals, USA
- » **Feline clinical virology**
Guest Editor: Margaret Hosie, MRC–University of Glasgow Centre for Virus Research, UK

2025 JFMS Clinical Spotlight Articles

The *JFMS* Clinical Spotlight articles aim to advance the veterinary care and welfare of domestic cats and are a reader-friendly resource that can be used in everyday practice. The following Clinical Spotlight articles were published in 2025:

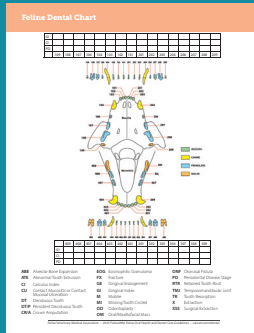
- » **Clinical therapeutics in feline medicine: updates for old and new drugs**
Authors: Isabella R Susi, Katrina Viviano, and William H Whitehouse
- » **Feline enteropathogens and molecular diagnostics: benefits, limitations, and clinical applications**
Authors: Giulia Cattaneo and Katie E McCallum
- » **Physical rehabilitation of cats: 1. Common conditions benefiting from physiotherapy**
Author: Mary Ellen Goldberg
- » **Physical rehabilitation of cats: 2. Treatment therapies and exercises**
Author: Mary Ellen Goldberg
- » **Fundoscopy in cats: a practical guide and common findings**
Authors: Natalia Giannakopoulou and Ben Blacklock
- » **Feline comorbidities: a nutritional approach to management**
Authors: Cecilia Villaverde and Marta Hervera
- » **Feline immune-mediated skin disorders: part 1**
Authors: Frane Banovic, Paulo Gomes, and Karen Trainor
- » **Feline immune-mediated skin disorders: part 2**
Authors: Frane Banovic, Paulo Gomes, and Karen Trainor

2025 PUBLICATIONS

New in 2026



Practice Guidelines

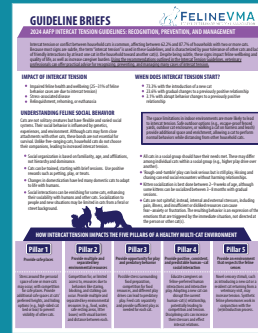


2025 FelineVMA Feline Oral Health and Dental Care Guidelines

catvets.com/dental



Guidelines Briefs



AAFP InterCat Tension Guidelines: Recognition, Prevention, and Management

catvets.com/briefs

- » Positive Reinforcement Training Educational Toolkit catvets.com/training
- » Thyroid Disease Practice Guidelines
- » Diabetes Educational Toolkit

Position Statements

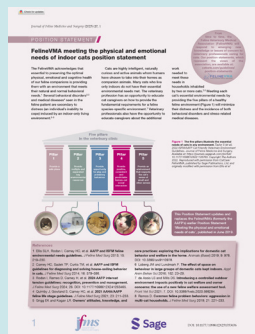
catvets.com/position-statements



2025 Hybrid Cats



2025 Transportation of Cats in Motor Vehicles



2025 Meeting the Physical and Emotional Needs of Indoor Cats



2025 Socialization of Feral Kittens

Endorsements

- » iCatCare 2025 Consensus Guidelines on the Diagnosis and Management of Diabetes Mellitus in Cats
- » An Update on Treatment of FIP Using Antiviral Drugs in 2025
- » 2025 iCatCare Consensus Guidelines on the Diagnosis and Management of Lower Urinary Tract Diseases in Cats

catvets.com/endorsements

Cat Friendly Programs

Recent industry insights from CATalyst Council's latest market insight reports, as well as a few other sources, underscore a pivotal shift in veterinary care: cats are emerging as the most significant growth opportunity for 2026 and beyond. While overall companion animal visits have softened, feline visits have not only held steady but accelerated. Combined with robust kitten adoption trends, declining puppy populations, and the persistent care gap among cats, the data signals an urgent need to prioritize feline health. Rising veterinary inflation and evolving consumer behaviors further reinforce the importance of innovative, accessible solutions.

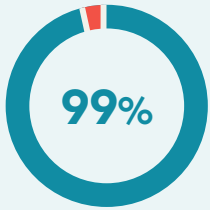
Against this backdrop, the FelineVMA's renewed focus will center on revitalizing the Cat Friendly Practice® initiative — spreading awareness of Cat Friendly care, techniques, and terminology to increase feline medicalization and ensure cats receive timely, high-quality care. Equally important, this effort aims to create a more Cat Friendly environment, which is critical to delivering a better experience for cats and their caregivers, encouraging repeat visits and continuity of care. Leveraging our Cat Friendly Programs and related educational offerings, while aligning with emerging demographic trends, technological advancements, and industry momentum, positions us to strategically influence the evolution of feline care and create pathways for improved health outcomes and sustainable practice growth.

catvets.com/cfp

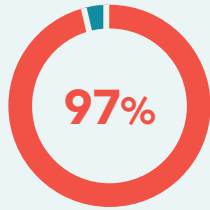
Current number of Cat Friendly Practices®: 1,021



2025 CFP Survey Results



SATISFACTION RATE
from CFPs



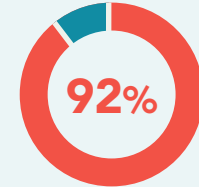
WOULD RECOMMEND
CFP Program to other
veterinary professionals



1,021*

**DESIGNATED CAT
FRIENDLY
PRACTICES®**
as of December 29, 2025

**IMPROVED
KNOWLEDGE**



and feline care among practice
staff due to CFP Program

Top Benefits



**LESS
STRESS**
on feline
patients



GAINED NEW
feline patients



**HIGHER
SATISFACTION**
among current cat
caregivers



Demonstrates
**HOW MUCH
WE CARE**
about our patients



INCREASED STAFF
awareness
on understanding how to
interact and handle cats
(e.g., interpreting fear and distress)



**Received Positive
Feedback from
Clients on Being a CFP**

87%

**HAD POSITIVE TEAM
DYNAMIC IMPACT WHEN
HANDLING, TREATING,
AND CARING FOR CATS**



**Increased Revenue
Due to Being a CFP**

56%

**OVERALL REVENUES
HAVE INCREASED**



WWW.CATVETS.COM/CFP

**202 survey respondents*

Cat Friendly Certificate Program

<p>Cat Friendly Veterinarian® (CFV)</p> 	<p>Cat Friendly Veterinary Professional® (CFVP)</p> 	<p>Cat Friendly Veterinary Advocate® (CFVA)</p> 
--	--	---

<p>27,208 REGISTERED</p>	<p>18,410 COMPLETED</p>
-------------------------------------	------------------------------------

catvets.com/certificate

*Totals as of 12/29/25. Registrants have 90 days to complete the Program Modules.



Certificate Survey (Latest Results):

98%
ranked content good to excellent

96%
stated they “learned new information and/or tips/techniques to utilize in my current role”

96%
would recommend the Certificate Program to others

99%
stated the Certificate Program was a good use of their time

Cat Friendly Programs Sponsored by:



Supported by Wedgewood Pharmacy

Testimonials

“Becoming a member of the FelineVMA and learning from their Cat Friendly Certificate Program was truly a turning point in my veterinary career. It deepened my understanding of feline medicine, refined my clinical approach, and helped me build stronger, more compassionate connections with my feline patients and their caregivers.”

“I would highly recommend the Cat Friendly Certificate for anyone wanting to get more comfortable with cats and to educate caregivers.”

“Cats are amazing creatures, improving the quality of life of so many of us. Delivering quality, humane health care is a goal that we should all strive for.”

“As a self-described ‘cat person,’ I was surprised at how much I learned in this course. As professionals and cat (caregivers), we have so much to learn and so much to teach our clients for our feline patients to have a better quality of life.”

“The education I received from this course has already helped in my clinic. We are already implementing and seeing the benefits.”

Student Engagement

The FelineVMA Student Chapter Program launched in 2023 for veterinary schools. In 2025, the Program was expanded to include technician schools. The following veterinary colleges and universities have FelineVMA Student Chapters:

- » Auburn University
- » Colorado State University
- » Cornell University
- » Tufts University
- » Iowa State University
- » Kansas State University
- » Lincoln Memorial University
- » Long Island University
- » Louisiana State University
- » Michigan State University
- » Midwestern University
- » Mississippi State University
- » North Carolina State University
- » Ohio State University
- » Oklahoma State University
- » Ontario Veterinary College
- » Oregon State University
- » Purdue University
- » Rowan University
- » Ross University
- » St. Matthew's University
- » St. George's University
- » Texas A&M University
- » University of Pennsylvania
- » Federal University of Minas Gerais
- » Universidad De Chile
- » Universidad Peruana Cayetano Heredia
- » University College Dublin
- » University of Alaska
- » University of Arizona
- » University of Calgary
- » University of California
- » University of Florida
- » University of Georgia
- » University of Illinois at Urbana-Champaign
- » University of Minnesota
- » University of Missouri
- » University of Prince Edward Island
- » University of Saskatchewan Western College of Veterinary Medicine
- » University of Tennessee
- » University of the Philippines Los Baños
- » University of the Republic
- » University of Veterinary Medicine Budapest
- » University of Wisconsin
- » Washington State University
- » Western University of Health Sciences

Veterinary technician schools with FelineVMA Student Chapters:

- » Appalachian State University
- » Baker College
- » Blue Ridge Community College
- » Columbia State Community College
- » Front Range Community College
- » Fundación Universitaria Monserrate
- » Genesee Community College
- » Hillsborough Community College
- » Midwest Institute
- » Northcentral Technical College
- » Northern Virginia Community College
- » Palo Alto College Veterinary Technology Program
- » Pensacola State College
- » Pima Medical Institute - El Paso
- » Portland Community College
- » Randolph Community College
- » Seneca Polytechnic College
- » South Tech Academy
- » Thompson Rivers University
- » Universidad Neotropical
- » University of Florida
- » University Of Guelph, Ridgetown Campus, Veterinary Technology Department
- » University of Massachusetts Amherst
- » Vet Tech Institute of Houston
- » Wilson College

catvets.com/students

Number of Student Members: **1,969**

Student Travel Fund

The Student Travel Fund was established to support veterinary students in attending the FelineVMA Annual Conference and receiving important in-depth feline education. In 2025, the Fund supported the travel and registration for six students to attend the FelineVMA Annual Conference in Portland, OR.

FelineVMA Members, exhibitors, organizations, and industry partners can contribute to the fund to assist students in receiving feline-focused education they typically do not receive in school and the opportunity to engage in a community of feline-focused veterinary professionals.

Student Webinars

Seeing is Believing: 10 Cases Every New Grad Will See

Ashlie Saffire, DVM, DABVP (Feline)

Seeing is Believing: The Cat Friendly Veterinary Appointment

Lacie Lee, DVM

Awarding Students

The FelineVMA proudly supports the next generation of feline-focused veterinary professionals by awarding scholarships to recognize and encourage students with a passion for advancing feline medicine and research, empowering them to make meaningful contributions to the health and wellbeing of cats everywhere.

FelineVMA/EveryCat Foundation Scholarship Recipients



Yvonne Figueroa,
Oregon State University



Britta Siegenthaler,
Colorado State University

FelineVMA and Merck Animal Health 2025 Academic Excellence in Feline Healthcare Scholarship Recipients



Holly Kessler,
The Ohio State University



Claire Stratton,
Colorado State University

Communications

eNewsletters

Feline Weekly Newsbrief (Members)

4,900+ SUBSCRIBERS
134% OPEN RATE*
12% CLICK-THROUGH RATE

CFP Newsletter (Approved)

1,900+ SUBSCRIBERS
51.5% OPEN RATE
10.8% CLICK-THROUGH RATE

Feline Monthly (Non-members)

4,700+ SUBSCRIBERS
44.6% OPEN RATE
6.2% CLICK-THROUGH RATE

JFMS Monthly (Members)

4,900+ SUBSCRIBERS
56% OPEN RATE
10.3% CLICK-THROUGH RATE

CFP Newsletter (In-progress)

475+ SUBSCRIBERS
50.4% OPEN RATE
5.5 CLICK-THROUGH RATE

Student Connection







1,900+ SUBSCRIBERS
50.8% OPEN RATE
15.8% CLICK-THROUGH RATE



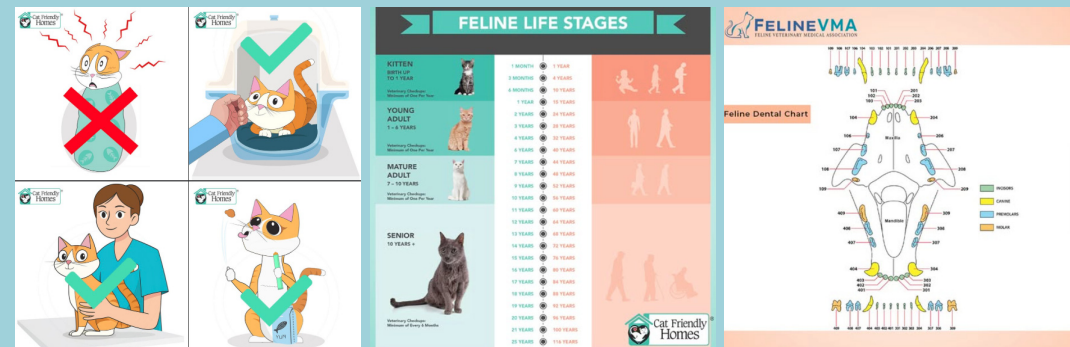
*Feline Weekly is forwarded often resulting in a very high Open Rate

2025 Social Statistics

(As of 12/29/25)

-  **7.5M** SOCIAL IMPRESSIONS
-  **24.3%** OVERALL INCREASE IN FOLLOWERS
-  **71%** INCREASE IN LINKEDIN FOLLOWERS
-  **18.8%** INCREASE IN FACEBOOK FOLLOWERS
-  **15%** INCREASE IN INSTAGRAM FOLLOWERS
-  **4.1%** INCREASE IN X FOLLOWERS

Most Viewed Posts



Proper Handling Techniques

Feline Life Stages

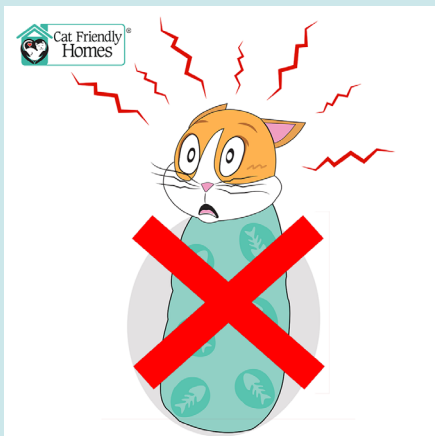
Feline Dental Chart

Educating Cat Caregivers

#Cat2VetDay 2025

The 2025 #Cat2VetDay campaign occurred from mid-July through August to inform cat caregivers about the importance of regular veterinary visits for their cats. The campaign featured the FelineVMA spokescat, who shared valuable tips to help make these visits less stressful for cats and their caregivers.

catfriendly.com/cat2vet



FROM CARRIER TO CHECKUP: MAKING VET VISITS EASIER FOR YOUR CAT

Make the Carrier a Safe Space
Do not hide the carrier – keep it out and cozy so your cat sees it as part of their home. Add soft bedding and let your cat explore it. Choose a sturdy carrier with both top and front openings for easier access.

Find the Right Veterinarian
Look for a Cat Friendly Practice®, Cat Friendly Veterinarian®, or a FelineVMA Member to ensure your cat gets care tailored to their needs. Start your search at catfriendly.com/find-a-vet.

Getting There Safely
Once your cat is in the carrier, cover it with a towel or blanket to reduce visual stress. Place the carrier on the floor behind the driver or front passenger seat, and never let your cat roam loose in the car. See more travel tips at catfriendly.com/carrier.

During the Visit
Remember to stay calm – your cat can sense your energy. If your cat gets stressed, ask if you can wait in the car, move directly to an exam room, or ask about medication to give before putting your cat in the carrier.

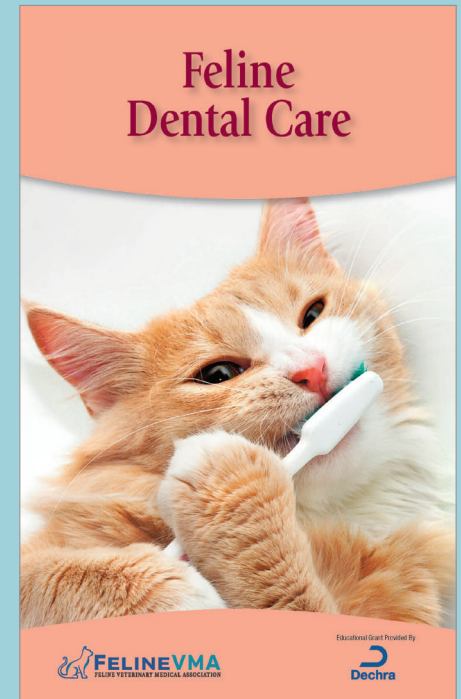
During the Visit
Ask questions to make sure you understand what your vet recommends. If your cat needs medication, ask your vet about flavored options or smaller pills. You can make giving medicine easier by pairing it with treats.

After the Visit
Keep your cat in the carrier for a bit to gauge other pet's reactions. If that's tension, give your cat a quiet room with essential resources and use scent-swapping (like bedding) to reintroduce them gradually.

catfriendly.com/giving-medication

New Client Brochure

catvets.com/brochures



Feline Dental Care

The Cat Column
Caregiver Newsletter

14,000+
SUBSCRIBERS

27.6%
OPEN RATE

7.1%
CLICK-THROUGH RATE

Technology Update

In 2025, the FelineVMA focused on continuous improvements for our community. Building on the momentum started in 2024, FelineVMA will continue to refine and expand these digital platforms in 2026 and beyond — prioritizing intuitive navigation, enhanced functionality, and member-driven enhancements. Our continued investments ensure that FelineVMA Members can fully leverage their benefits while fostering deeper collaboration, efficiency, and innovation in feline health for years to come.

catvets.com

360,000
Users

95

**Average
engagement
time in seconds**

1.3M

**page
views**



Industry Partners

We would like to express our sincere gratitude to our Industry Partners and Conference Sponsors for their generous support of the Association. Their steadfast commitment plays a vital role in elevating feline health and wellbeing. We truly appreciate your dedication each and every year!

Partnership Sponsors

Platinum Partnership Sponsor



Diamond Partnership Sponsors



Gold Partnership Sponsors



Silver Partnership Sponsors



Bronze Partnership Sponsors



Cat Friendly Programs Sponsors



**Program Supporter:
Wedgewood Pharmacy**



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