

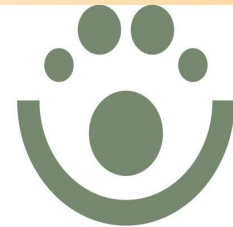


The Cat Friendly Practice

*“All I’m looking for - all any cat owner is looking for -
is a veterinarian who will show our pets a little love.”*

Kerry Hillard Johnson, Editor, Firstline

Suburban **Animal Clinic**



The Cat Friendly Practice

Cats are becoming the pet of choice and the number of cat owners is increasing at a faster rate than the number of dog owners.



In 2011, more than 86 million cats were pets, compared to 78 million dogs.

Cats are Less Likely to Visit the Veterinarian than Dogs

- 41% of cat owners visit the veterinarian only for vaccinations.
- 39% of cat owners say they would only take their cat to the veterinarian if they were sick.
- 60% of cat owners report that their cat hates going to the veterinarian.
- 38% of cat owners report they get stressed just thinking about bringing their cat to the veterinarian.



Common Stressors



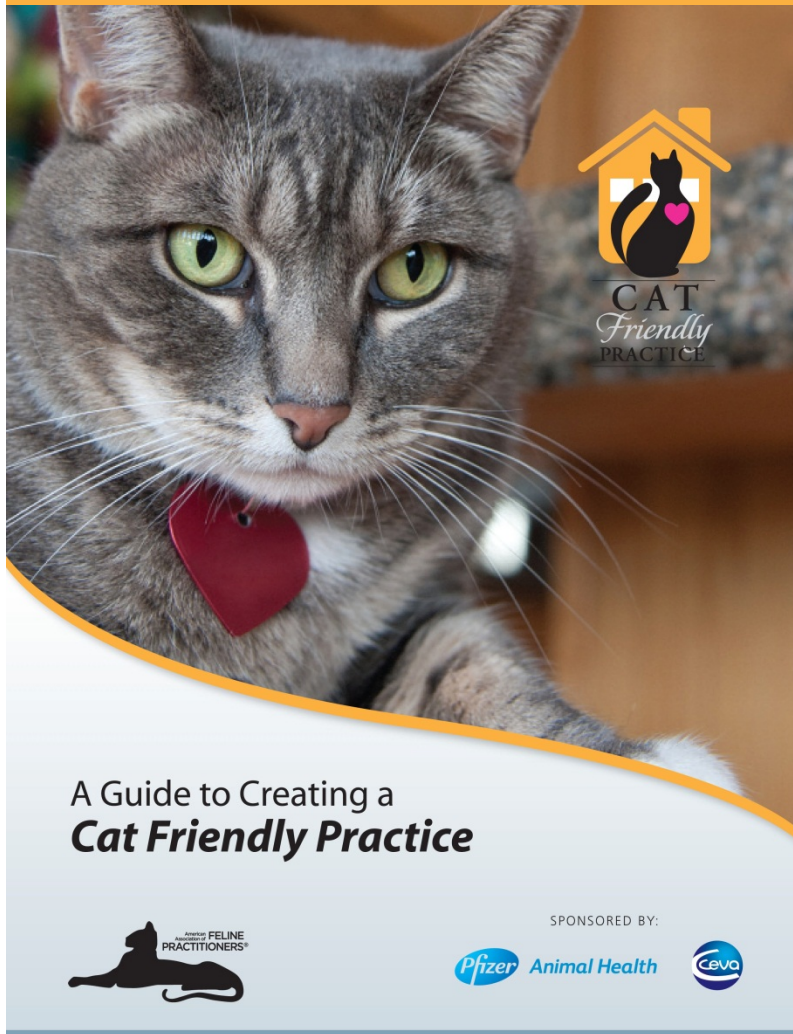
- Cats do not like the carrier and traveling to the practice.
- Pet owners are stressed by getting the cat into the carrier and transporting an anxious cat.
- Some cat owners feel practices may not be aware of how to handle fearful or stressed cats.

The solution to better health, more content owners and happier cats...

Cat Friendly Practices



The American Association of Feline Practitioners (AAFP) offers the Cat Friendly Practice Program:



- Practices need to understand cats and their distinct needs.
- Practices need to provide an atmosphere that allows for a positive visit.

Cat Friendly Practices Elevate Healthcare:

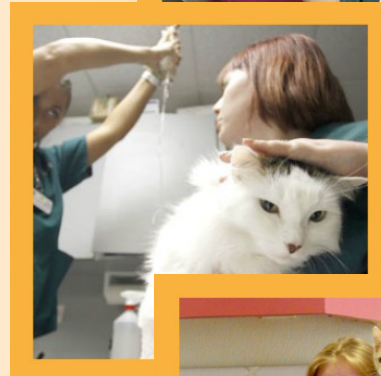


- Staff Training & Education About Cats
- Physical Design & Environment
- Appropriate Equipment to Meet Feline Needs
- The “Cat Advocate”

The Right Staff:

Cat Friendly Practice Staff:

- Understand cat owners and the challenges of transporting cats.
- Are familiar with cats and can take note of the behavior.
- Know how to handle cats.
- Are familiar with “cat friendly” techniques.
- Are interested in the best wellness and preventive care for your cat.



Client Perception

Our practice has:



A cat friendly attitude that pervades the practice along with a desire to do what is best for feline patients and their owners.

Staff is Ready, Willing and Able to Assist:

Our Staff Will:

- Advise cat owners on the most appropriate way to transport the cat to the practice.
- Help cats and owners have a positive visit.
- Provide a warm, friendly welcome upon arrival.
- Exhibit good cat handling techniques.
- Provide timely, detailed patient updates.
- Enroll in continuing education courses.



Our Physical Environment Has Cats In Mind

A Cat Friendly Practice has a different look and feel to accommodate the cat's distinct needs.



The Examination Room



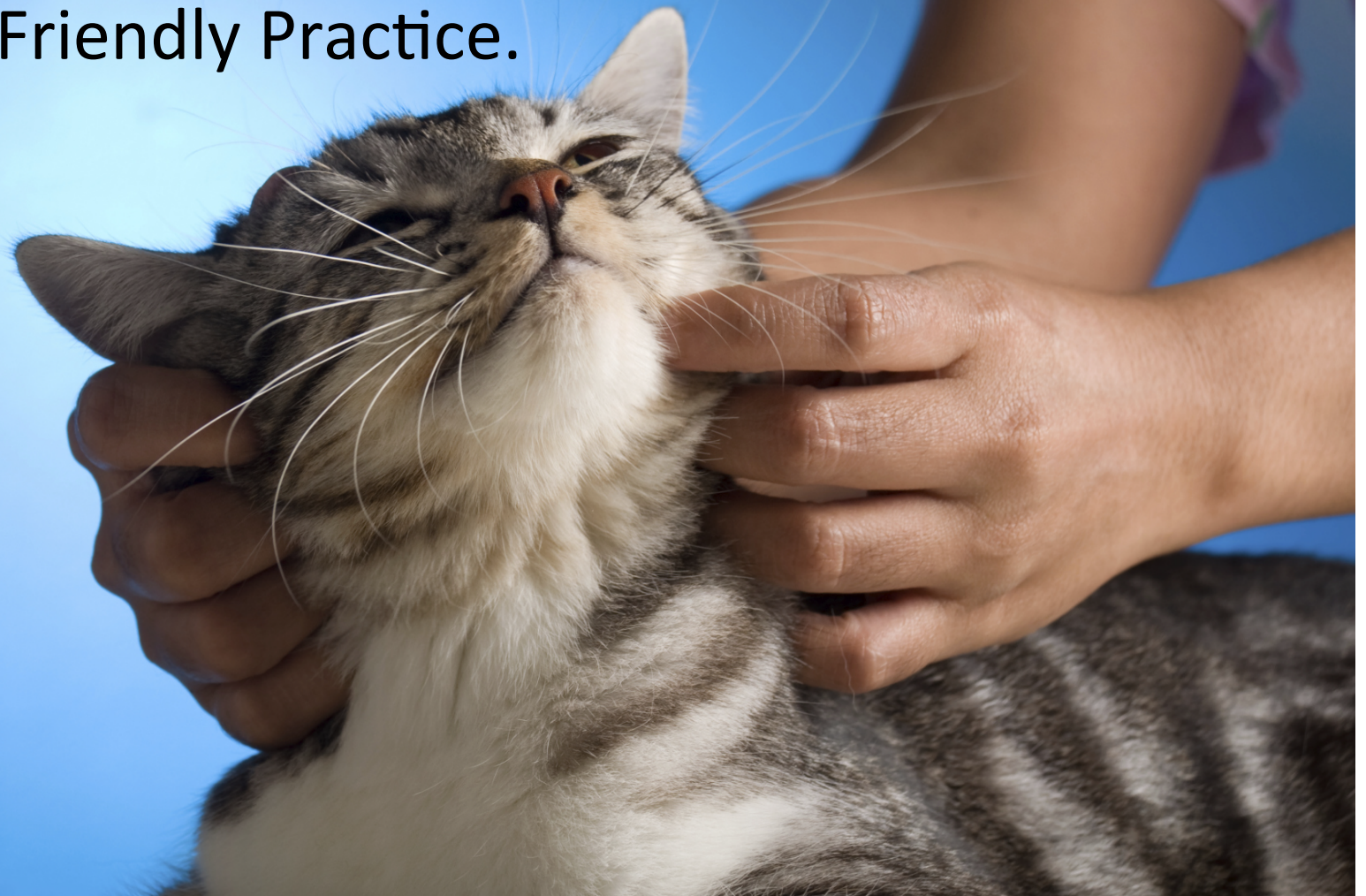
- Clean and hygienic
- Safe and spacious
- Comfortable

Well Equipped for Cats

- Essential equipment appropriate for feline use.
- A thorough consultation process allowing time for cat to become acclimated.
- Ability to hospitalize cats in a comfortable setting to meet their unique needs.



We love cats as much as you do, that is why we are a Cat Friendly Practice.



We invite you to:



CAT
Friendly
PRACTICE

- Tour our practice.
- Speak to our staff.
- See for yourself that Cat Friendly Practices can make a difference in the practice experience and health of your cat.