



# Make a difference in feline medicine.

## Make sure cat clients choose your practice:

The **Cat Friendly Practice Program**® (CFP), created by expert feline practitioners, equips you with the support and resources needed to deliver elevated and quality care that incorporates the cat's perspective throughout the entire experience. The program sets the standard for providing optimum feline care and guides you through creating a cat friendly environment that reduces stress for cats, clients, and the entire veterinary team.

### Top Benefits Reported by CFPs

- Less stress on feline patients and staff.
- Demonstrates how much we care about our patients.
- High satisfaction among current clients.
- Increased staff knowledge and expertise in clinic.
- Practice listed on AAFP website for prospective clients.
- Gained more new feline patients.

### CFP Sets You Apart

- Designation is a recognized symbol of excellence.
- Creates a more calming environment and minimizes stress for cats, clients, and staff.
- CFP Toolkit includes marketing materials to help promote your CFP status and ready-to-use educational resources for clients and staff.

### What Veterinarians Are Saying

"The CFP Program has given our clients more assurance that we hold an exceptionally high standard of medicine for cats. Staff are much more aware of reading subtle behavior changes and preventing stress before it leads to fear and potentially aggression-related behavior."

**Melissa Guillory, DVM – Big Sky Animal Medical Center, Great Falls, MT**

"Clients are extremely complimentary of my low-stress handling techniques, as well as the feline-friendly knowledge I've gained from the CFP program. I've received referrals through my clients because they're sharing the fact that I really understand cats and am able to handle them in a way that's calming."

**Jennifer Bledsoe-Nix, DVM – Pellissippi Veterinary Hospital, Knoxville, TN**

### How to Begin the Process

- 1** Become a member of the AAFP. [www.catvets.com/joinus](http://www.catvets.com/joinus)
- 2** Login to the Member Center and start your CFP application.
- 3** Aspire to be cat friendly, create excitement at work, understand the documents, and complete the checklist.

Sponsored by:



For more information visit:  
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