



2016 SURVEY RESULTS

The results of the 2016 annual Cat Friendly Practice® (CFP) survey clearly demonstrate that the program is having an extremely positive impact on veterinary professionals' and on other business areas such as staff morale and team dynamics.*

99% Satisfaction rate from practices **&** would recommend the CFP program to other veterinary professionals.

BENEFITS EXPERIENCED FROM BEING A CAT FRIENDLY PRACTICE®

- Less stress on feline patients.
- Higher satisfaction among current clients with cats.
- Demonstrates how much we care about our patients.
- Improved retention or more frequent visits from existing cat owner clients.
- More staff time and attention for each visit with feline patients.



90% Have seen an improvement in feline knowledge and care among staff since instituting the CFP program.



86% Credit CFP for positively impacting team morale and dynamics when handling, treating, and caring for cats.



77% Have received a positive response from clients on being a CFP. Also, 77% state they have seen an increase in feline visits because they are a CFP.



73% Attribute their increase in revenue to implementing the CFP .



52% Have seen a reduction in staff handling injuries in the last year since becoming a CFP.



Program Sponsored by

1,070

Designated CFPs
as of Jan. 10, 2017

www.catvets.com/cfp

*417 survey respondents.