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**2017 Survey Reveals 99% Satisfaction Rate Among Cat Friendly Practices®**

*The Cat Friendly Practice® Program's Influence on Feline Medicine Continues to Grow*

**HILLSBOROUGH, NJ (January 17, 2018)** – The American Association of Feline Practitioners (AAFP) is proud to announce the results of its 2017 Cat Friendly Practice® (CFP) Survey. This provides an in-depth look at the effect this program is having on feline healthcare and the veterinary industry. The 2017 survey displays incredible results, including a **99% satisfaction rate** among participants. The program continues to grow and positively influence veterinary care for cats, caregivers, and veterinary teams.

A few of the impressive results from this year's CFP respondents are:

- **98%** would recommend the CFP program to other veterinary professionals.
- **92%** state the CFP program has positively impacted their team morale when handling, treating, and caring for cats. An overwhelming number of practices commented they are now more confident when working with cats, and their whole team has adopted the use of cat-friendly techniques to reduce stress during the visit.
- **91%** reported an improvement in feline knowledge and care among practice team members. Many practices noticed a great improvement in staff understanding of feline behavior, feline-friendly handling, and ability to read a cat's body language.
- **80%** received positive feedback from clients on implementing the program.
- **80%** have increased visits because they are a Cat Friendly Practice®.
- **79%** report increased practice revenue since implementing the CFP program.
- **75%** state the acquisition of new feline patients due to their CFP designation.
- **61%** of Cat Friendly Practices® report a reduction in injuries when handling cats.

Survey respondents reported the following as the top benefits they experience from the Cat Friendly Practice® Program:

- Less stress for feline patients
- Higher satisfaction among current clients
- Display of care for their feline patients
- Improved client retention or more frequent visits by existing cat clients
- Increased attention and time with staff at each feline patient visit

The 2017 CFP Survey demonstrates that participating veterinary practices and cat owners are exceedingly pleased with the results and positive impact upon implementing the CFP program. "The

survey results speak for themselves,” states Heather O’Steen, CAE, CEO of the AAFP. “We encourage any practice that has feline patients to learn more about becoming a Cat Friendly Practice®. The program is an AAFP membership benefit with no additional charges, and there are many resources to walk you through the process. Implementing just a few cat-friendly strategies can make a huge difference in the experience for the cat, caregiver, and your entire veterinary team.”

Launched in 2012, the Cat Friendly Practice® program is a worldwide collaboration of feline experts who provide guidelines with recommendations specifically for cats. The AAFP was the first major veterinary organization in North America to implement a coordinated approach to minimize stress associated with veterinary visits for cats, caregivers, and the veterinary team. By creating a supportive environment of veterinary staff who understand cats’ unique needs and behaviors, and acknowledging the essential role of the cat caregiver before and during the visit, cats can have a more positive veterinary experience. As of January 17, 2018, the AAFP has designated 1,190 Cat Friendly Practices®.

The AAFP expresses deep appreciation to our industry and organizational partners. The program is sponsored by Bayer Healthcare, Zoetis, Ceva Animal Health, Boehringer Ingelheim, Hill’s Pet Nutrition, and Purina, as well as supported by Kit4Cat and Wedgewood Pharmacy. The program is endorsed by the Association of Shelter Veterinarians, CATalyst Council, Cat Health, and the Winn Feline Foundation.

More information:

- Download the survey results infographic at [bit.ly/2EK1lno](http://bit.ly/2EK1lno)
- Veterinary Practices: [catvets.com/cfp](http://catvets.com/cfp)
- Cat Owners: [catfriendly.com/cfp](http://catfriendly.com/cfp)

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### **About the American Association of Feline Practitioners**

The American Association of Feline Practitioners (AAFP) improves the health and welfare of cats by supporting high standards of practice, continuing education, and scientific investigation. The AAFP has a long-standing reputation and track record in the veterinary community for facilitating high standards of practice and publishing guidelines for practice excellence. Over the years, the AAFP has encouraged veterinarians to continuously re-evaluate preconceived notions of practice strategies in an effort to advance the quality of feline medicine practiced. Launched in 2012, the **Cat Friendly Practice®** (CFP) program was created to improve the treatment, handling, and overall healthcare provided to cats. Its purpose is to equip veterinary practices with the tools, resources, and information to elevate the standard of care provided to cats. For more information, visit: [catvets.com](http://catvets.com).