The single biggest opportunity to grow small animal practices lies in the chronically underserved feline patient. With nearly 1500 participating practices there is emerging a body of knowledge that is critical for prospective practices to understand. Overcoming resistance on the part of unconvinced staff members and building a team to accomplish Cat Friendly designation are critical to accomplishing the establishment-wide changes that improve the experience that cats and their owners have. 83% of adopted cats are seen within the first year of adoption. Fewer than 50% of those return for regular veterinary care. Based upon HSUS adoption data, approximately 1.7 million cats are seen once and do not return. If 3000 practices became Cat Friendly Practices and the population was divided equally among them, there would be over 550 new patients per practice per year.

The Bayer Veterinary Care Usage Study 3 – Feline Findings focused on the population of cats and their owners that do not seek regular veterinary care and the views veterinarians and practice owners have of this underserved population. More than half of these 401 practice owners reported less than 70% of appointment times were filled. This represents a significant opportunity to better utilize veterinarians, professional staff, and improve the work flow of the practice. When asked what could impact growth, the top two choices were increasing cat and dog visits. However, more than 50% had no method in place to monitor or evaluate the efficacy of their reminder systems. They did not, then, know whether their existing clients were being effectively encouraged to return to the practice.

While increasing cat visits was the second most cited way to grow and practices did not believe they would need to make many changes in the practice to increase visits, less than 1 in 5 had actually taken any steps to do so. More than 1 in 3 practice owners had no intention of implementing changes that would reduce stress for cats. Almost as many had made no attempt to train staff to make feline visits less stressful.

As research has shown, there are more companion cats than dogs. This should mean that veterinary practices see more cats than dogs, but the opposite is true. Many cat owners avoid veterinary visits for a variety of reasons. One major reason is that they are convinced that their cat hates the experience. Another is a lack of understanding of the need for preventive health care for creatures who seem to be independent and healthy. Clients also dislike the experience of the 30+ minutes that precede the visit during which conflict arises around the carrier, the traumatic experiences in the automobile and the disruption of routine that is so important to cats. Cats seem to experience forceful handling by their otherwise predictable and beloved human as a betrayal of their trust. The car, carrier and veterinary establishment are unfamiliar to a creature who values a sense of control and familiar routine. As a veterinary team, we may not understand cats, their behavior cues, or normal behaviors. We may feel as if cats are more of a nuisance, take too much time or will potentially cause injury. Our attitude is conveyed through approach, body language and other forms of communication apparent to both cats and their owners.

When a cat visit becomes disruptive we lose the fundamental opportunity to form the trusting relationship we need to have with our clients so that we can practice the best medicine. We lose the chance to calmly build rapport, establish trust and educate clients that is so crucial to our future with them and their cat.

The solution to declining cat visits, to resulting welfare issues, and to our ability to serve this patient population is to become cat friendly. We must create a practice culture in which the entire staff is committed to improving the experience of the feline patient and their owner. We must incorporate this into staff training and education, into the practice physical environment and into our plans for the future.

We must begin by educating our clients. By sharing with them our knowledge of the characteristics of the feline, we can teach them to have reasonable expectations, to understand the subtle signs of illness, and to prevent unacceptable behavior before it starts. By understanding the social groups in multiple cat households and how the social structure of cats has evolved, we can decrease the stress experienced by companion cats and their owners. We can teach breeders and “accidental” breeders to raise well-adjusted flexible, social kittens who will become wonderful cats for the people who adopt them. We can teach them how to lower the household stress by giving them a better understanding of their cats’ needs, sensory awareness, and perception of safety.

Our outreach has to be where our clients are, i.e., on the internet. We need lively web sites with important educational links. We need Facebook pages that are constantly updating and providing tips and entertaining topics that engage the clients before we meet them in the practice. Our educational efforts can result in happier households and healthier cats. Clients need to understand how cats prefer being alone when eating, why play is important and how cats interact with each other and humans.

The Bayer Brakke study showed that the recession did not cause the decline in visits but rather, unmasked a phenomenon that has been going on since the late 1990’s. This investigation made several recommendations regarding the goals that would improve cat visits including understanding the client household, addressing handling, communication, and safe transport.
Becoming cat friendly is not a construction project; it is seizing this opportunity to harness the talent and intellect of the staff to change behavior and attitudes. Cat friendly practices nurture relationships with clients by employing open communication and active listening. The staff becomes deeply committed to achieving skills in gentle handing, understanding behavior, and the unique medical and surgical needs of cat patients.

Change in the busy veterinary practice is difficult. One of the most important roles in affecting the practice culture is to assign a Cat Advocate to the project. That person is not responsible for doing all the work to become cat friendly but to make sure the work is done. Cat friendly is not a project, it is a cultural shift within the practice that must be continually monitored and assessed. Education plans, physical changes, communication training are ongoing. By evaluating the cat and client’s experience from before the visit to the time they leave, we can establish a plan for improving that experience.

The first experience of the practice environment is often the first phone call. Using that contact to educate clients or potential clients about resources available to help make the pre-visit experience less stressful are key. Questions about carriers, automobile transport and other cats in the household can be satisfactorily answered. Resources can be sent in a variety of ways from web links, pdfs or written brochures.

The physical presence of other animals in the reception area is a key consideration for reduction of stress. Many strategies for reducing the negative effects can be implemented including, separate entrances, separate waiting areas, or “cat only” days. Voices should be kept low, sounds kept to a minimum, unnecessary odors like perfume or cologne avoided. Visual barriers can be employed to keep cats from seeing dogs or other cats. Staff members must be counseled not to look directly in the face/stare at cats.

In the exam room, the cat should be allowed to walk out of the carrier while the doctor is speaking calmly with the client. If the cat leaves the carrier, remove it from sight as it has become the most familiar thing in the room and the cat will be inclined to return to the carrier. If, after an appropriate time, the cat remains in the carrier unwilling to exit voluntarily, remove the lid of the carrier. This is far less stressful than other ways of removing the cat. Towels can be employed to help fearful cats remain calmer.

One of the most critical skills required for becoming cat friendly is to learn to read how cats communicate their emotional state through their body posture, facial expression and movement. Fear is the #1 cause of “bad behavior” in the veterinary environment. By learning to assess emotional states, we can avoid a fully aroused state that takes a cat 30-40 minutes to recover from. Cats leave behind a scent from their pads that indicates stress. Careful cleaning between appointments is not only important for disinfection but also to remove this form of communication between cats.

A cat examination room should contain all of the equipment and supplies needed to perform most outpatient services. By approaching in a calm manner, keeping the people in the room to a minimum, using quiet voices, towels for restraint if needed, and being flexible about the order the exam is performed in, there will be more successful experiences than usual. Scruffing or stretching should never be necessary and is counter-productive. In a calm environment the doctor can talk through the exam, making sure clients understand what is being done and the value and importance of the physical exam.

Many gentle techniques are described in the photos in the Cat Friendly Practice (CFP) program that offer ideas regarding restraint. The examination table may be the least necessary piece of equipment in the room. Cats may prefer the bottom of a carrier, a lap, a chair or the floor and should be accommodated. Moving cats by picking them up adds a level of stress to an already fearful cat. The reflex response to fear is to flee thus maintaining all four feet on the floor is very important to a sense of control and reassurance. Every effort should be made to avoid taking the cat to the “back” of the hospital. The exam room is now somewhat familiar. To move to a foreign space offers new stressors, different smells, bright lights, more animals, people, and noises.

Cats who must be admitted to the hospital have an increased need for a sense of familiar comforts. This can be provided by asking the client to bring known items from home; bedding, brushes, food, bowls or toys. Soft bedding, a place to hide and gentle nursing techniques are critical. For cats who enjoy social interaction, petting, brushing and other forms of interaction can be employed.

The cat ward should be separate from dogs and other animals, big enough so that cats cannot see one another. Cages should not face each other. Cats passing each other for treatment or discharge should be shielded from view. When removing a cat from a hospital enclosure, allow the cat to come forward or use bedding, towels or the bottom of the carrier to slide the patient forward. Do not loom about the cat or block the light.

The entire inventory of equipment, instrumentation, physical facility should be examined to make sure they are appropriately sized for the feline patient.

The Cat Friendly Practice program provides veterinary practices with ALL of the information, tools and techniques for becoming cat friendly. There are ten areas to evaluate with resources to achieve compliance with all of them. This program will continue to evolve and grow as new phases are implemented. The next of these will be Preventative Health Care. To participate the practice must have one AAFP member, identify the Cat Advocate for the practice and use the website, manual and checklist to achieve either gold or silver CFP status.

In recognition of this effort, the program provides you with a toolkit to market your practice as one that has made this significant effort and to distinguish yours from other practices that have not. A searchable website will allow clients to look for Cat Friendly
Practices in their region. Beginning in the fourth quarter of 2012, the AAFP began a national consumer awareness campaign to encourage cat owners to seek a Cat Friendly Practice. Refinements and additions to this campaign will continue.

As we discuss each aspect of the program, specific examples of creative and innovative methods CFP practices used to overcome barriers to certification, to market themselves and to significantly benefit by the effort made to implement the program will be discussed. Almost every CFP practice currently certified plans to renew their certification when the two-year membership period expires. Recertification is intended to reinforce the CFP concepts and to introduce new tools and resources made available since the program began.

The CFP task force and internal team are continually analyzing the feedback from member practices, both designated and working on becoming so. Based upon that feedback there are videos directed at both the veterinary team and clients to demonstrate techniques important to improving the experience. New tools are being developed throughout the year to meet their needs for social media, staff meetings, owner education and staff development. In 2015, the task force and AAFP board will create a strategic plan for the future of Cat Friendly Practice. It is our intention to keep evolving the program to add value to participating practices, to create tools and resources for practices to attract cat owners and to drive cat owners to practices that participate.