

# A FRIENDLY GUIDE TO BECOMING CAT FRIENDLY

The AAFP® Cat Friendly Certificate Program

Sponsored by Royal Canin



## THE STATE OF CAT CARE TODAY

- **50%** of cats don't receive regular veterinary care<sup>1</sup>
- **35%** of cat owners don't see the value of a visit<sup>2</sup>
- **26%** of cat owners would visit the vet more often if visits were less stressful to them and their cats<sup>3</sup>

By transforming the feline care experience and educating owners, we'll deliver a healthier future for millions of cats.

<sup>1</sup>Bayer Veterinary Care Usage Study III: Feline Findings.

<sup>2</sup>2Point Inc

<sup>3</sup>2020 Royal Canin Survey on File.



# ROYAL CANIN AND THE AAFP: A PARTNERSHIP DEDICATED TO CAT CARE

Royal Canin has partnered with the AAFP to bring you this certificate program, furthering our commitment to providing better health outcomes for cats.

## **The Cat Friendly Certificate Program**

- Established by the American Association of Feline Practitioners (AAFP)
- Elevating the need for feline-focused care
- Positive experience for staff, owners, and cats



## THE TOP BENEFITS OF A CAT FRIENDLY PRACTICE

- Build confidence in working with cats
- Enhance ability to help clients and their cats
- Demonstrate a personal commitment to feline health
- Make feline visits more comfortable for staff, cat owners, and cats
- Increase awareness and grow business by promoting the practice as “Cat Friendly”



## 3 STREAMLINED LEARNING EXPERIENCES. 1 COMMON GOAL.

- Tailored for each team member to deliver best-in-class feline care
- Self-paced modules designed for busy practices, viewable anywhere, anytime
- 90 days to complete the program



## 3 CERTIFICATE OPTIONS

### 1. CAT FRIENDLY VETERINARIAN (CFV)

- Intended for veterinarians
- In-depth feline knowledge and healthcare skills
- 9 modules, 5 CE hours

### 2. CAT FRIENDLY VETERINARY PROFESSIONAL (CFVP)

- Intended for veterinary technicians and assistants
- Handling and interacting with cats and clients
- 7 modules, 3.5 CE hours

### 3. CAT FRIENDLY VETERINARY ADVOCATE (CFVA)

- Intended for front office staff, assistants, and managers
- Enhanced confidence and knowledge of cats
- 4 modules, 2 CE hours



# TOGETHER, WE WILL ELEVATE THE STANDARD OF CAT CARE

- Royal Canin's mission: Make a better world for pets
- We're sponsoring the Cat Friendly Certificate Program because the veterinary community is integral to this mission
- Part of our Cat Health Education Program—we are committed to the well being of you, your staff, and your feline patients
- Enroll today at <https://catvets.com/education/elearning>





**THANK YOU**