

HEY VET TEAM,

# Let's climb the MEOWtain of feline healthcare together



**Did you know the cat population is growing faster than the dog population?<sup>1</sup>**

It's a big opportunity to expand veterinary services in feline medicine.

## CATS

26.15% growth by 2030<sup>1</sup>



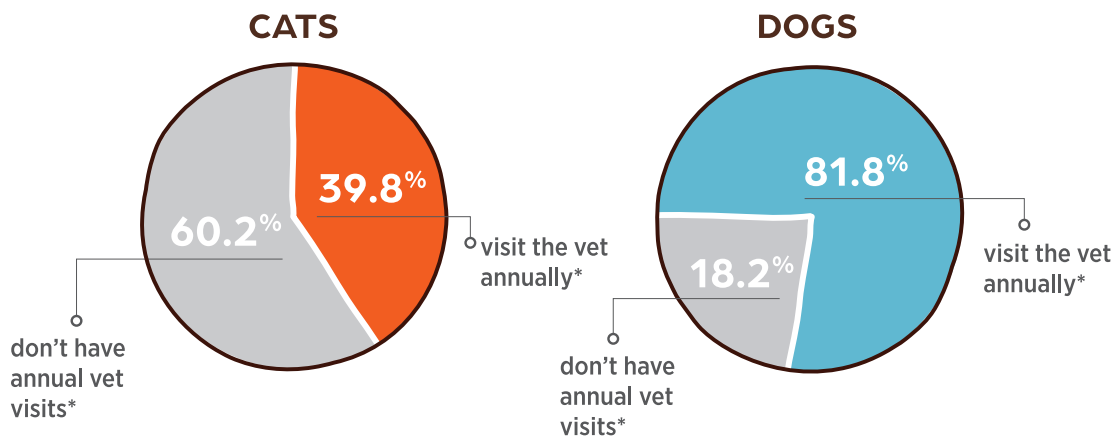
## DOGS

17.65% growth by 2030<sup>1</sup>



**However, fewer cats visit the vet than dogs**

\*Vetstreet Projected Unique Medicalized Cats.



**In fact, vet visits often go on "paws" after kittenhood<sup>2</sup>**



Feline care drops off after the initial kitten series, minimizing preventative care and screening until illness has set in.<sup>2</sup>



The majority of all kittens placed on a preventative **don't remain protected** past one year of age!<sup>3</sup>

0-1 year<sup>2</sup>



56%

1-5 years<sup>2</sup>



29%

6+ years<sup>2</sup>



38%

visited the vet at least once

# Let's make FURever patients

## It starts in kittenhood

There's an opportunity to increase lifetime patient care by leveraging kitten visits and educating cat owners on the benefits of annual visits

- Vaccines
- Wellness
- Diagnostics
- Parasite and infectious disease prevention



## Have you considered the benefits of cat friendly techniques?<sup>4</sup>

### PAW-SITIVE CHANGES



#### Cat-educated staff

Such as education on handling feline patients and answering cat-owner questions



#### Cat-specific resources

Such as helpful brochures and educational materials for cat owners



#### Cat-suitable equipment and facilities

Such as pain management and dentistry equipment specific to cats

### PAW-SITIVE RESULTS

84%

of Cat Friendly Practices<sup>®</sup> received positive feedback from cat owners

75%

of Cat Friendly Practices increased revenue due to cat-positive changes

94%

of Cat Friendly Practices saw a positive impact on team dynamic when handling, treating, and caring for cats

**Even incremental improvements to your cat friendly approach  
can help grow PAW-sitive cat visits!**

**Check out this code for more cat friendly resources  
or reach out to your Zoetis rep to learn how we can help!**



References: 1. AVMA, <https://www.avma.org/blog/pet-populations-are-way>. 2. Vetstreet Data 2017 – 2020 Estimated number of medicalized pets, Data on File. 3. Vetstreet 2018-2020 CY patient level custom tracking study, Zoetis Data on File, 2021. 4. AAFCO Cat Friendly Practice Facts – Stats that show what 'cat friendly' improvements can help do for your practice. <https://catvets.com/public/PDFs/CFP/2021/2021-CFP-survey-results.pdf>

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