

# IMPROVING COMPLIANCE of FELINE CLIENTS

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# Who and what is a cat?

What makes a cat tick?

What is the ideal cat  
environment?

Need to understand in  
order to interact with  
and help cats





Who and what  
is a person?

What makes a person  
tick?

What is the ideal  
situation for a  
person?

Need to understand in  
order to interact with  
people and help cats



**Houston We Have A  
Problem**

# Pet demographics



74 million



10.2 million

70 million



5.5 million



- **37%/30%** of homes
- **1.9/2.1** cats per home
- Ownership **increasing** by **3.6% per year/decreasing**



- **29%/36%** of homes
- **1.3/1.6** dogs per home
- Ownership **decreasing/**  
**decreasing**



*Cats in Canada, Canadian Federation of Humane Societies, 2012*  
*U.S. Pet Ownership & Demographics Sourcebook, AVMA, 2012*

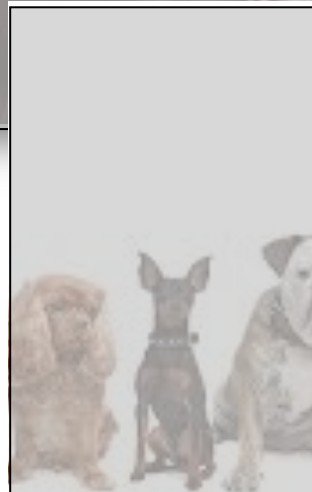
Do *you* see  
more  
cats than dogs?



**46%** of owners took their cat to the vet in the last year



**77%** took their dog to the vet in the last year



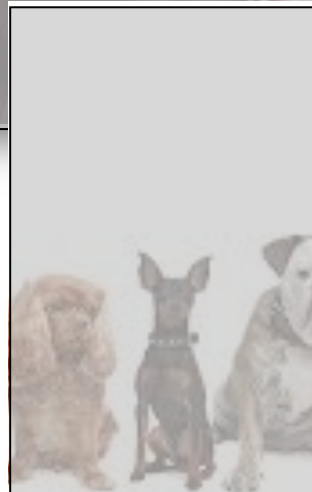
59% of office visits are dogs vs. 39% (cats)



**46%/55%** of owners took their cat to the vet in the last



**77%/81%** took their dog to the vet in the last year

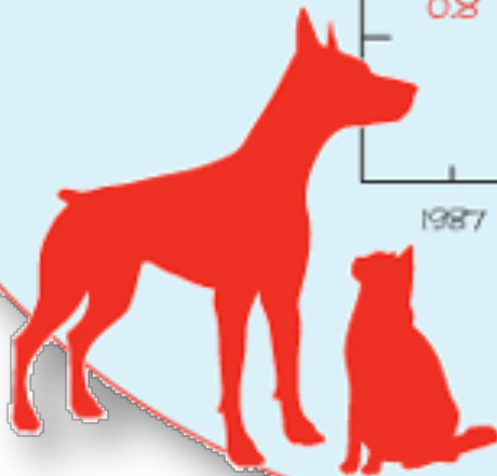


**59% of office visits are dogs vs. 39% (cats)**



1987-2011

mean number of veterinary visits per dog, cat



# The ones that did visit the vet...

**1.6/0.7** visits

**\$294/\$90\***

**2.1/1.6** visits

**\$451/\$227\***



Cats represent ~ 80%  
of the growth  
potential for clinics!



Yet clients *think they understand* the value of preventive care!




55% of cat owners

81% of dog owners



21% cat owners, 29% dog owners can't afford vet

# Trends

- Proportion of cats (relative to dogs) in homes is  yet # of cat visits to veterinary clinics is decreasing
  - 41% visit only for vaccines
  - 39% would only visit in illness
  - 60% report cat “hates” the visit
  - 38% get stressed thinking about visit
- *Additionally*, numbers of cats being relinquished to shelters is increasing.

WHY?

# Client perspective

1. Aren't aware that cats need preventive health care
2. It is no fun to take a cat to the vet: the trip and the clinic experience
  - Safe and friendly transport



Bayer Brakke 2011

© Simon's Cat Ltd / From 'Simon's Cat in his very own book'

# Client concerns

1. Aren't aware that cats need preventive health care
2. It is no fun to take a cat to the vet: the trip and the clinic experience
  - Safe and friendly transport
  - Cat friendly attitude
    - Handling and exams
3. Cost of veterinary care
  - Frequency and size of price increases

2011  
primary reason for not taking dog,  
cat to veterinarian at any time



48.6%  
not sick or injured

29.3%  
couldn't afford

17.5%  
didn't need vaccines

0.9%  
too hard to transport



53.9%  
not sick or injured

21.5%  
couldn't afford

17.3%  
didn't need vaccines

4.1%  
too hard to transport

Burns JAVMA 2013 re *U.S. Pet  
Ownership & Demographics  
Sourcebook*, AVMA, 2012



# Value = Perceived Worth

- 56% of pet owners said that their veterinarians do not clearly explain when they should bring their pets in for various procedures or tests

Felsted K. How to address the problem. Bayer Healthcare LLC, Animal Health Division, Bayer Veterinary Care Usage Study; 2011

# Best Window of Opportunity

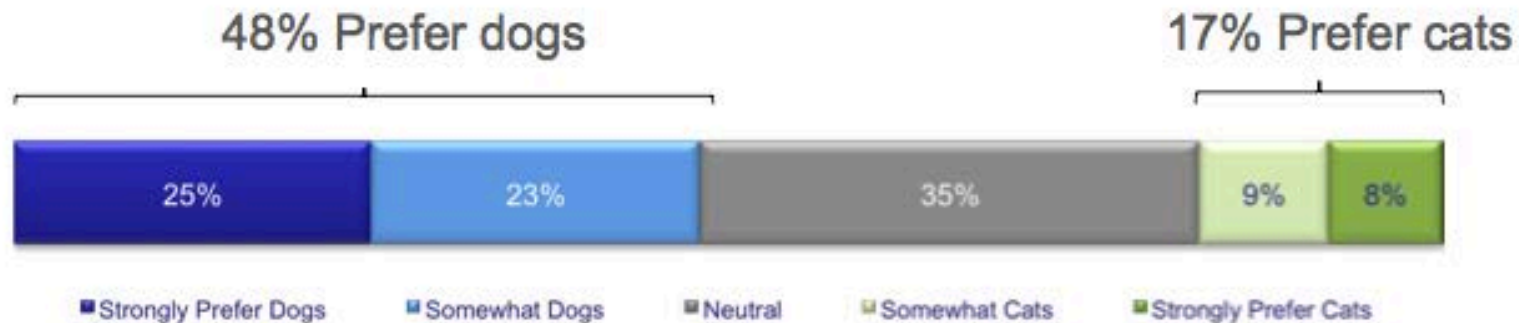
- 83% of owners take cat to vet within first year
- 82% have a regular veterinary practice
  - 90% completely or somewhat satisfied overall
- Not inherently adverse to veterinary care



[cathealthy.ca](http://cathealthy.ca)

# We're Not All Cat People

- 70% own cats
- 81% own dogs
- But we have preferences

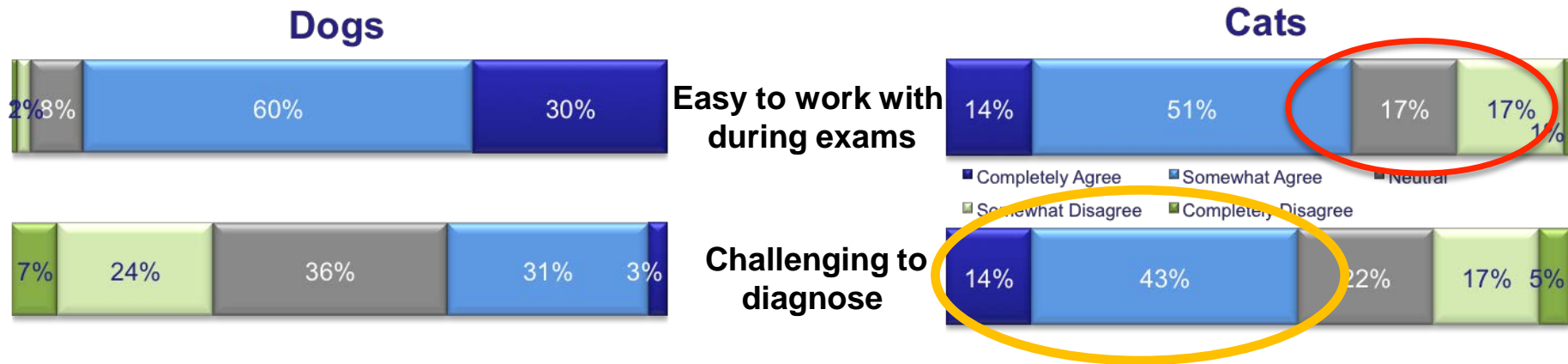


# Dirty little secret

Veterinarians and veterinary team members less comfortable working with cats



# Find Cats More Challenging Than Dogs



# Missed opportunities

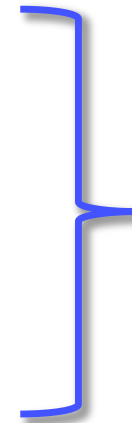
- Provide wellness care
- Detect disease early when we can prevent or alleviate suffering and save expense
- Protect life and enhance welfare
- Build trust with our clients
- Increase clinic visits

Household cat inventory



# Outline

- Improving a cat's clinic experience
  - Minimizing threats
  - Reading signals
  - Respectful & friendly handling
  - *Think like a cat*
- Compliance
  - Education - *Subtle signs of sickness*
  - Getting to the clinic with less fuss
  - Better home care after visit



# Compliance

- “Conform, submit, adapt as required or requested”
  - Active understanding
  - Being engaged
  - Being able to perform
- EDUCATION & caring follow-up



# Missed Opportunities

- Household Inventory





# Do a home census



## Other cats in home

- Names & ages

## Other pets in home



- Do you live with any other pets?

Missed opportunities

# Beliefs vs. Reality

- Self-sufficient
  - Have few needs
  - Low maintenance
- 
- Solitary hunters
  - Territorial





Clients don't  
understand  
the need for  
regular  
veterinary care

Cats hide  
illness



FELINE FACTS

COMMON FELINE ILLNESSES

HEALTH & WELLNESS

VISITING THE VET

CLINIC RESOURCES

## Health & Wellness

# Wellness Exams

Cats need regular veterinary care, including wellness exams at least once a year. Cats age faster than you do, so an annual exam for them is similar to you visiting your doctor or dentist every four to five years. Prevention is always safer and less expensive than treatment, and is why your cat needs to be seen at least once a year by your veterinarian.

*The American Association of Feline Practitioners and American Animal Hospital Association recommend a minimum of one annual wellness exam for cats, with more frequent exams for senior and geriatric patients, or those cats with medical or behavioral conditions.*

HEALTH RISK  
ASSESSMENT

LIFE STAGE  
ASSESSMENT

RISKS

SIGNS OF  
SICKNESS

## Subtle Signs of Sickness

Is your cat sick and you don't know it? Cats are particularly adept at hiding illnesses, especially in the early stages. Learn about the 10 subtle signs of sickness in your cat and why discussing these signs with your veterinarian is so important to your cat's health.

[www.haveweseenyourcatlately.com](http://www.haveweseenyourcatlately.com)



# Here's to you, kitty.

## OUR MISSION IS HEALTHIER CATS. OUR MOTIVATION IS LOVE.

Cats sprawl across our open newspapers and rev their motors to lull us to sleep. They bat their way out of paper bags and into our hearts. Yet, 50% of cats in Canada haven't seen a veterinarian in the last year.<sup>1</sup>

That's why Canada's veterinary feline specialists created Cat Healthy, an initiative to help more cats receive the preventive healthcare they need to live longer, healthier lives.

1. Perrin T. The business of urban animals survey: The facts and statistics on companion animals in Canada. Can Vet J Jan 2009; 50(1):48-52.



Cat Healthy encourages veterinary hospitals to participate in the **AAFP Cat Friendly Practice Program**.

# Subtle signs of sickness

1. Inappropriate elimination
2. Changes in Interaction
3. Changes in Activity
4. Changes in Sleeping Habits
5. Changes in Food and Water Consumption
6. Unexplained Weight Loss or Gain
7. Changes in Grooming
8. Signs of Stress
9. Changes in Vocalization
10. Bad Breath

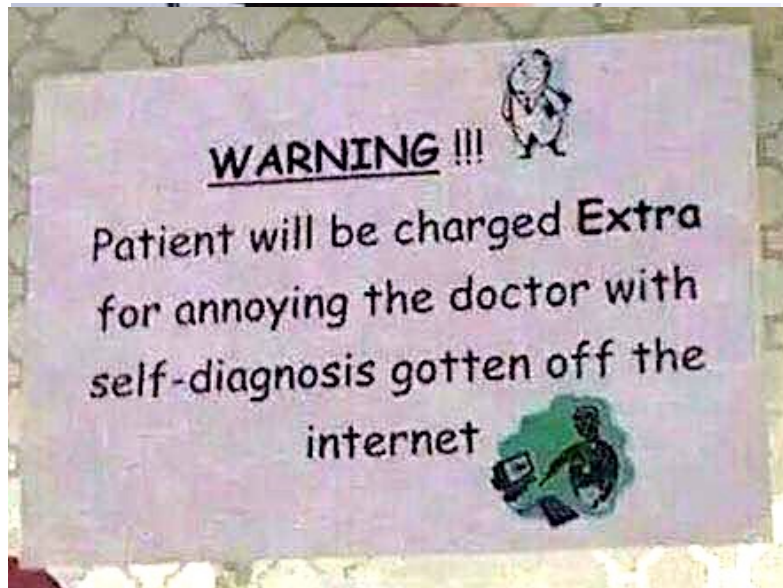




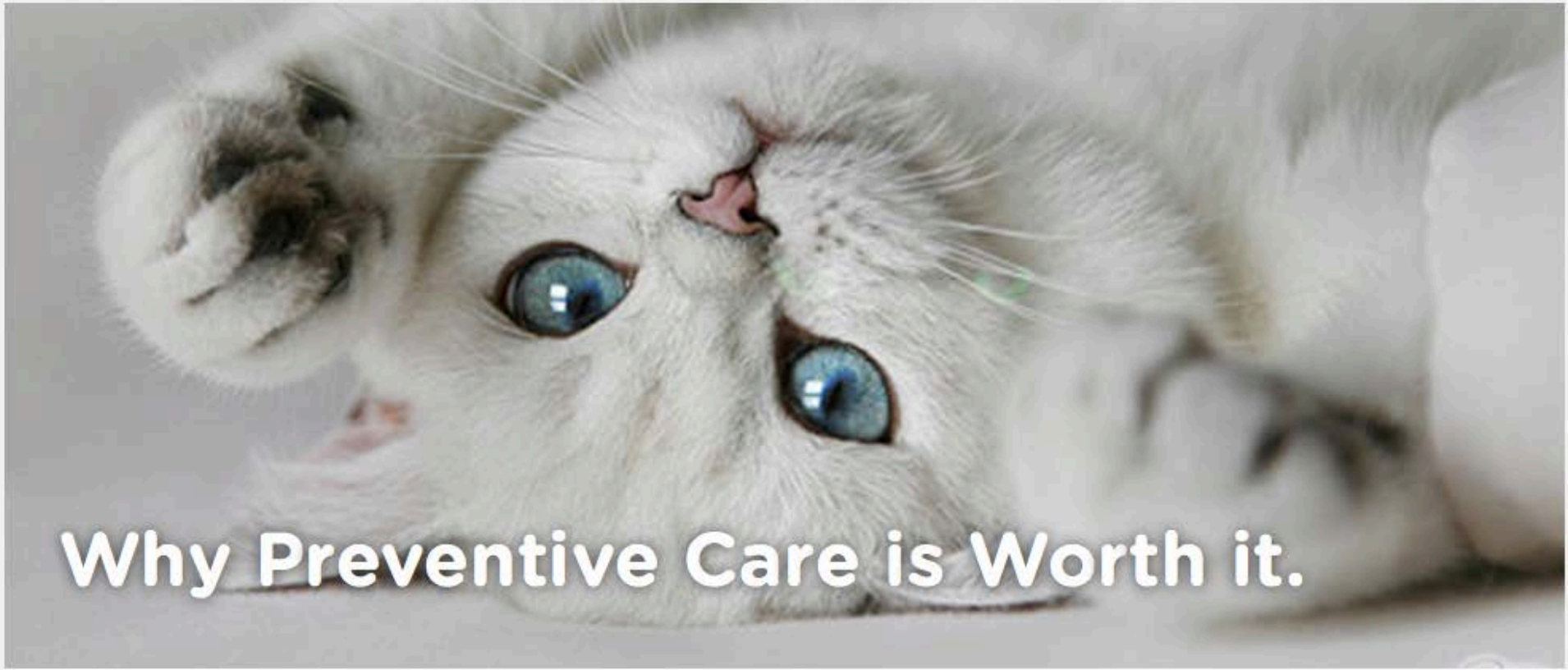
**“More and more patients are going to the Internet for medical advice. To keep my practice going, I changed my name to Dr. Google.”**



# Dr. Google



- How to give a pill
- How to give SQ fluids
- How to give insulin
- Measuring BG
- How to use an inhaler
- Feeding tube
  - Changing KittyKollar
- Trimming nails
- Etc.



**Why Preventive Care is Worth it.**

[FOR CLINICS](#) ▾ [FOR OWNERS](#) ▾ [WHY CAT HEALTHY](#) ▾

# Client's perception

- Don't see need
- Dislike their role as “capturer”
- Dislike pre-visit experience, carrier & car
- Embarrassed by their cat's behaviours
- Dread the return home





Clients don't like how we treat their beloved cat

# Staff member's perception

- Cat visits take too much time
- Unpredictable
- Don't know how to read



- Potential injury

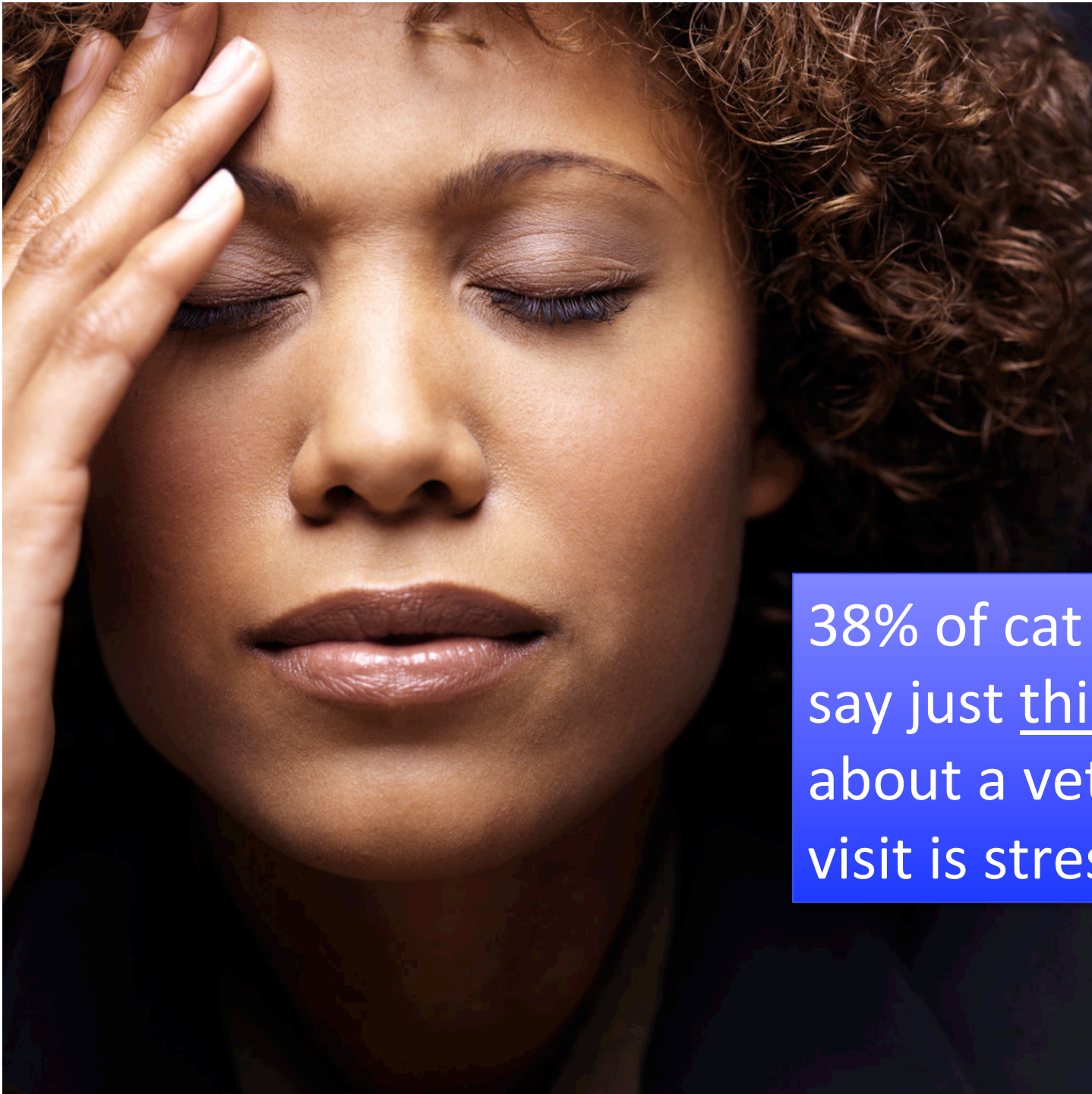
# Cat's perception?



- Forceful handling at home
- “Betrayed” by their person
- Lack of control

- Strangers, smells
- Stress, fear and pain





38% of cat owners  
say just thinking  
about a veterinary  
visit is stressful!

www.radioayeneh.se



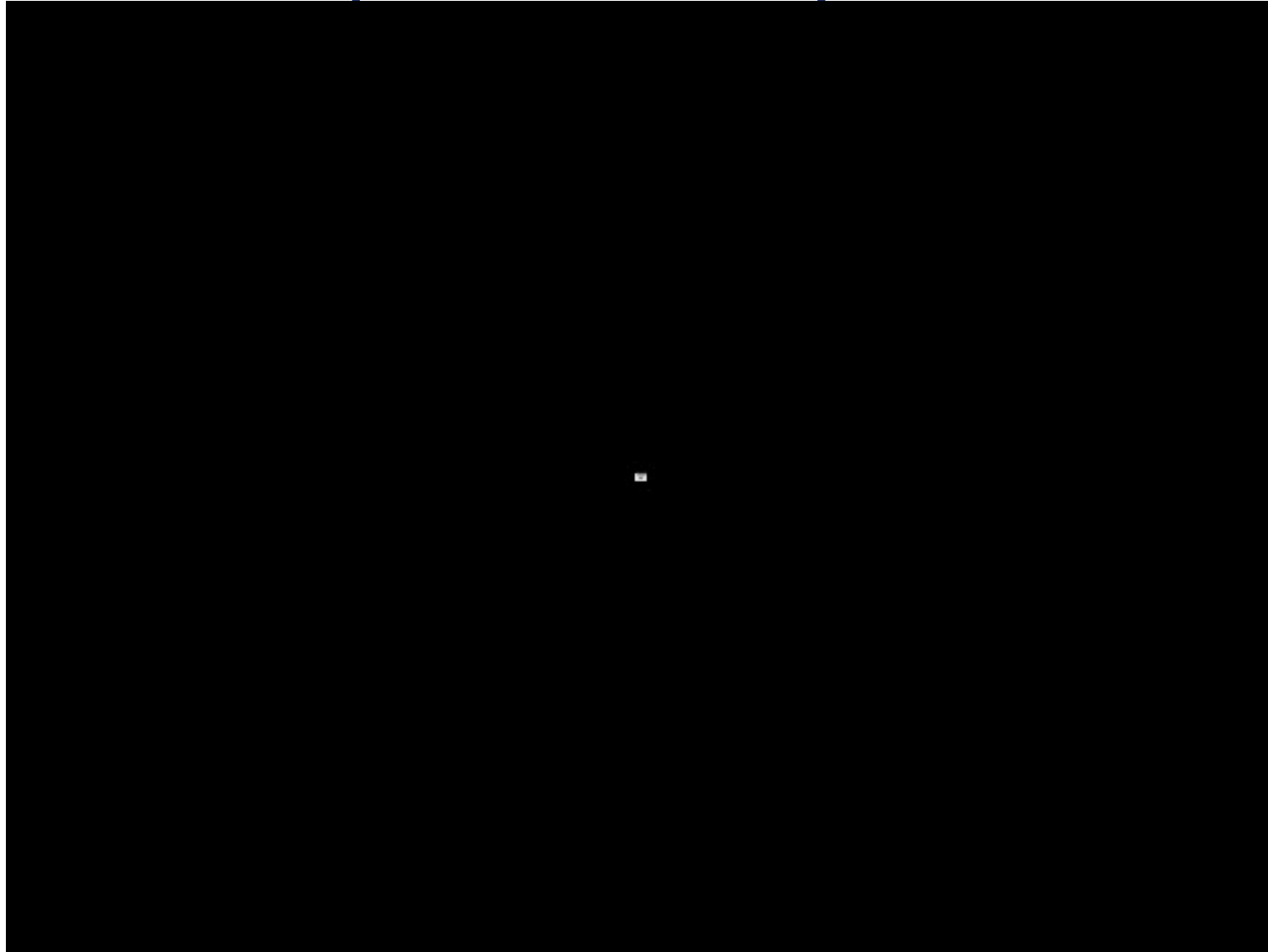
Worth 1000.com



# Getting to the clinic



# The patient's experience!



Nuthin but legs when they  
try to cram you into the PTU\*



\* Prison transport unit



The fun starts  
at home

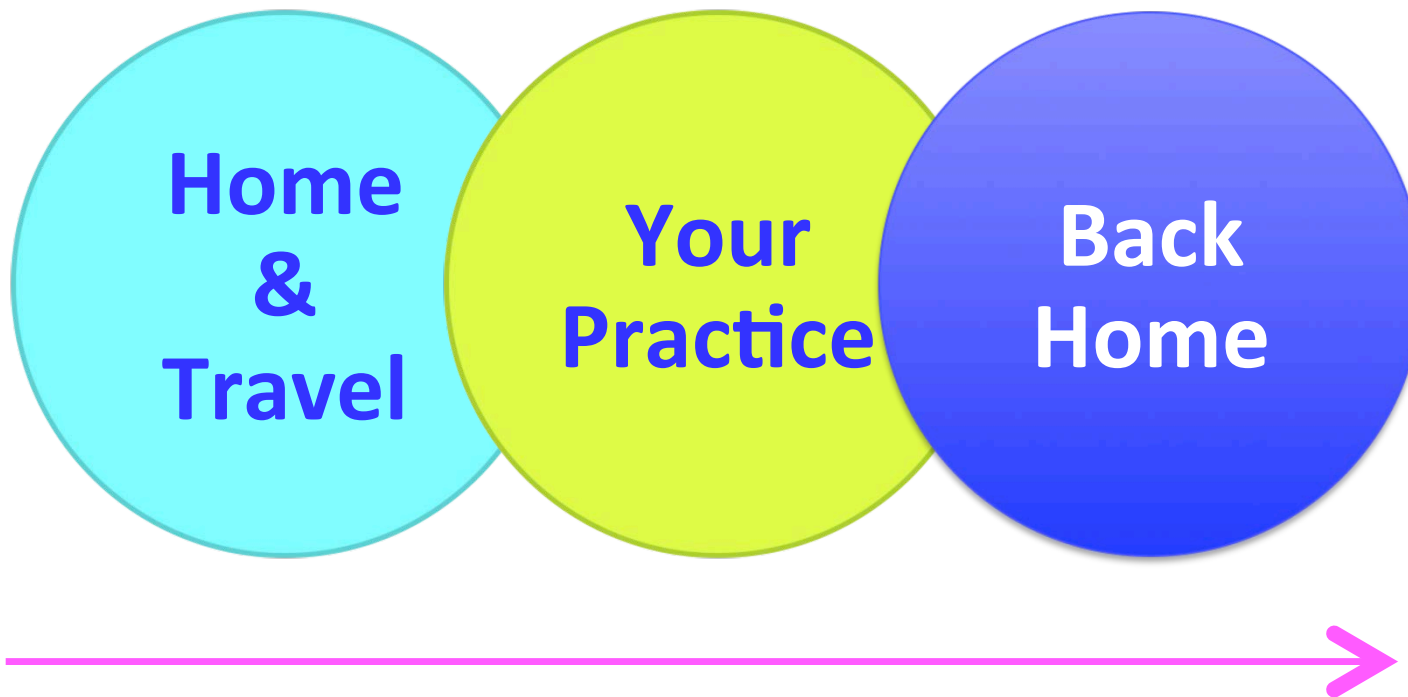


38% dog dog  
~~58%~~ of cat owners say their cat ~~hates~~

visiting us



Think about the **REAL** visit length



30-45 minutes    30-60 minutes = **> 1 hour**

# Getting to the clinic?



FELINE FACTS

COMMON FELINE ILLNESSES

HEALTH & WELLNESS

VISITING THE VET

CLINIC RESOURCES



Visiting the Vet

## Tips for a stress free trip.

A trip to the veterinarian can be more stressful for cats than for dogs. Here are some tips to help make your clinic visit more pleasant.



[www.haveweseenyourcatlately.com](http://www.haveweseenyourcatlately.com)



# Provide resources before the owner comes to the clinic

catvets.com

Getting Your Cat to the Veterinarian

Reducing the Stress of Veterinary Visits for You and Your Cat

Helping Healthiness

ISFM

Sponsored by Ceva







No-escape Direct Reach Hatch



# Sleepypod



[www.sleepypod.com](http://www.sleepypod.com)

# Hide Perch Go



# Hide Perch Go



[www.hideperchandgo.com](http://www.hideperchandgo.com)

TCR 01:40:00:00



**AAFP and ISFM**

# Feline-Friendly Handling Guidelines



Journal of Feline Medicine and Surgery  
Volume 13, May 2011



[www.catvets.com](http://www.catvets.com)

Carriers provide safety for both client and cat during transport,<sup>24</sup> and often give a cat a sense of security by being hidden in a secure, closed container. Surveys are ongoing to determine the best attributes of carriers. They should, however, be sturdy, secure and stable for the cat, easy for the client to carry, and quiet so that opening the carrier does not startle the cat. Some cats like to see out, whereas others are less anxious when covered. The design should permit easy removal of the cat if it will not come out on its own, or should allow the cat to be easily examined in the bottom of its carrier. A removable top is useful for fearful and fear-aggressive cats, as well as for sick, painful or limited-mobility cats.

Carriers provide safety for both client and cat during transport, and often give a cat a sense of security.



A variety of carrier styles exist, such as this one which zips open, allowing the cat to be slowly exposed, as appropriate, while it remains on its own bedding. *Courtesy of Dr Anne-Claire Gagnon*



A more conventional carrier, with removable top and front. *Courtesy of Dr Sophia Yin*

## Training the cat to use the carrier

The goal is for the cat to learn to associate the carrier with positive experiences and routinely enter it voluntarily. Make the carrier a familiar part of furniture at home, with soft bedding for comfort. If the cat responds favorably to treats, catnip and/or toys, place these in the open carrier as positive reinforcement to encourage the cat to enter the carrier at home. Some owners may find it helpful to train the cat to enter the carrier using a word or clicker as a cue. Individual cats respond differently to treats; use them if that makes the cat less stressed or anxious.



Relaxed kitty, with a favorite toy! *Courtesy of Dr Ilona Rodan*

## Getting an unwilling cat into the carrier

If the cat has not been accustomed to the carrier at the time a veterinary visit is imminent, plan a strategy that will work with the type of carrier and the home environment. Putting the carrier in a small room with few hiding places may encourage the cat to choose the carrier. Consider use of a synthetic feline facial pheromone (FFP) analog spray in the carrier at least 30 minutes prior to transport to help calm the cat. Open the carrier and place familiar bedding, a toy and/or treat inside. Encourage the cat to enter the carrier voluntarily. Do not chase the cat to get it into the carrier. If needed, remove the top of the carrier while encouraging the cat to go into the bottom tray, then calmly replace the top.

The goal is for the cat to enter the carrier voluntarily.

## Transporting the carrier in a vehicle

Prior to any scheduled veterinary visit, practice lifting the carrier and getting it in and out of the car. Try this first without the cat, to be sure that there isn't too much jostling or knocking of the carrier, and then with the cat inside. During travel secure the carrier by placing it on the floor or by using a seatbelt, because a moving carrier can frighten the cat. Placing a towel over the carrier can prevent visual arousal.



Carrier secured with a seatbelt. *Courtesy of Dr Eliza Sundahl*

Put the carrier in foot well

# More resources

- [www.Catalystcouncil.org](http://www.Catalystcouncil.org)
- Fun Facts & Resources
- Cat & Carriers: Friends, Not Foes
- Cat Carrier Training with Jacqui Neilson and Bug



- About Us
- Join Us
- Newsroom
- Facts, Fun & Resources
- Event Calendar
- How Can I Help?

*The CATalyst Council's vision & mission are to ensure all cats are valued & cared for as pets. This will be accomplished by raising the level of care & welfare of cats, supported by the highest quality veterinary care, preventative medicine & cat specific products.*

**Learn how you can help!**



## » Cats & Carriers: Friends, not Foes



### Simple Steps for Cat-Friendly Carriers



## » News & Events

**34th Annual WINN Feline Foundation Symposium**  
 June 28, 2012  
 Diving Into The Gene Pool

**Make Sure Your Cat is Identifiable**  
 April 13, 2012  
 April 15-21 is National Pet ID Week, make sure your cat can be easily...



### Cats & Carriers: Friends not Foes

[View all of the CATalyst Council videos](#)

## » Our Founding Associations



Our Partner



# How to habituate your cat to A CARRIER



Use this step-by-step guide to help your cat adjust to a cat carrier for her trip to the doctor.

## Step 1: Cat, meet carrier

Place the carrier in a cat-friendly area and leave it open so your curious kitty can check it out when she's ready.

## Step 2: Draw kitty close with food

Start by placing the food bowl near the carrier. If she's too shy to snack close to the carrier, move it as far away as necessary to get her to eat.

**Quick tip:** Add a special, tasty treat, such as a bite of canned tuna or chicken, to lure your kitty close.

Once your cat regularly eats from the bowl, begin moving the bowl closer and closer each day until she will chow down happily next to the carrier.

## Step 3: Create a dining car

When your cat comfortably dines next to the carrier regularly, she's ready to dine in—inside the carrier, that is. Place the food bowl directly inside the carrier entrance so she can pop her head inside for a quick snack.

**Quick tip:** Never close the door on your cat. If you need to, you can prop it open and wire if necessary—just make sure it won't accidentally fall shut on the cat and startle her.

## Step 4: Customize your kitty's cave

Place toys and treats in the carrier occasionally so your curious kitty discovers them there. You might try these fun options, depending on your cat's personal preferences:

- > Stuffed mice
- > Catnip toys
- > Feather toys
- > Cat grass

Spaying a synthetic feline facial pheromone in the carrier occasionally may also help.

**Note:** Never lure your kitty into the carrier and close the door for a trip to the veterinarian. You'll lose the progress you've made—and your cat's trust—and she'll fear the carrier more.

## Step 5: Move dinner inside the carrier

When your kitty comfortably dines with her head inside the carrier for several days, you're ready to move the food dish further inside the carrier—a few inches every day until she steps completely into the carrier to eat.

## Step 6: Watch and wait

This might be the toughest step, because you need patience. It may take several weeks or months, depending on your cat, but you should start to find your kitty lounging in the carrier sometimes and resting there.

## Step 6: Shut the door

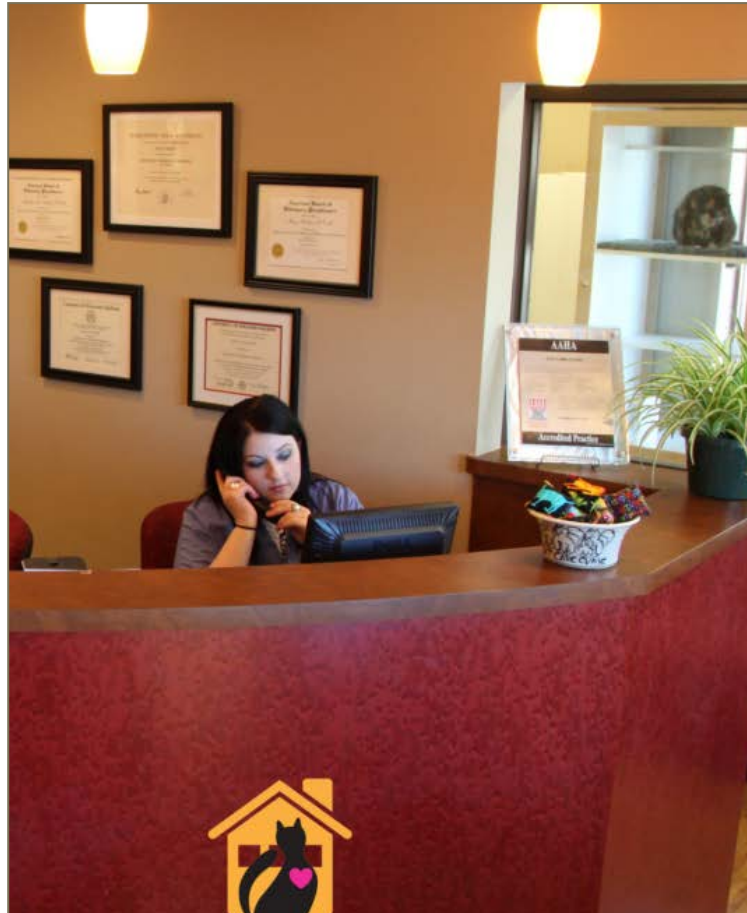
Once kitty's comfortable in the carrier, you can start to close the carrier door for a few seconds at a time with your cat inside. If your cat ever acts distressed with the door closed, release her immediately. And next time you close the door, only close it for as long as she tolerated the door closed on a previous session. When you can keep the door closed for long periods of time, you're ready to practice car rides with your cat. Remember, many cats only associate their carrier with a trip to the veterinarian. So your goal is to change your kitty's associations with the carrier and car rides to fun things and special food treats instead of terror and trauma.

**Quick tip:** Once you find your cat regularly spends time resting, playing and eating in the crate, then on the day you need to take her to the veterinarian, simply close the door and off you go. When you return home, be sure to continue offering food and fun in the crate. As long as more good things happen in the crate than scary things, it should always be easy to take the cat to the veterinarian when necessary.

veterinaryteam.dvm360.com  
/firstline/Front+Desk/Client-  
handout

# Reducing Stress for Client and Cat

- The conversation starts in the clinic
- “Stress analysis”
- Teach
  - Types of carriers
  - Positive reinforcement



# Resources for stress-free travel



Xanax (Alprazolam)



# Zylkene

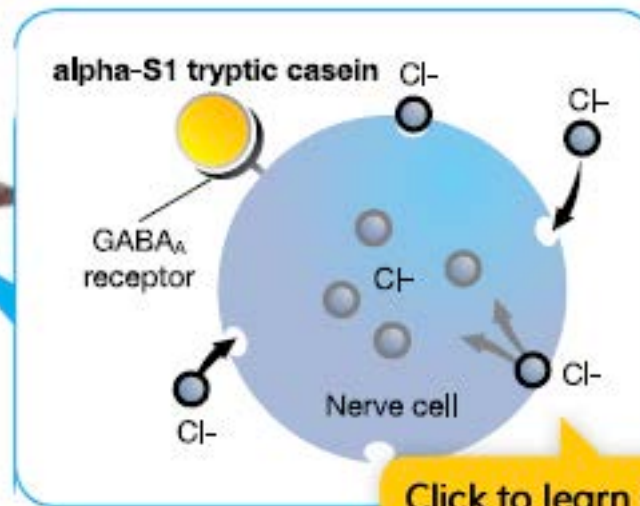


Milk protein:  
casein

Tryptic  
hydrolysis

Alpha-S1  
tryptic casein

[Click to learn more](#)



[Click to learn more](#)



# Cats learn quickly

- Whether frightened or relaxed
- Home, travel, in clinic



[www.catvets.com](http://www.catvets.com)

AMERICAN ASSOCIATION OF FELINE PRACTITIONERS

# Ten Solutions to Increase Cat Visits



Developed from the  
Bayer Veterinary  
Care Usage Study III:  
Feline Findings





# What Veterinarians Can Do **Now** To Increase Cat Visits

1. Find the un-served/under-served cats in your practice
  - Ask about other household pets on every visit
  - Track reminder compliance
2. Educate cat owners on carrier use and transporting
  - The No. 1 obstacle!



# What Veterinarians Can Do **Now** To Increase Cat Visits

3. Make your waiting room as cat-welcoming as possible
  - Separate areas for dogs and cats
  - Visual barriers if possible
4. Reserve one or more exam rooms for cats only



# What Veterinarians Can Do **Now** To Increase Cat Visits

5. Train all staff regularly in cat-friendly handling
6. Review & refine exam protocols
7. Talk through the exam
8. Use and dispense feline-friendly medications



AMERICAN ASSOCIATION OF FELINE PRACTITIONERS®



BRASSE CONSULTING, INC.


47

Bayer Veterinary Care Usage Study III: Feline Findings  
©2012 Bayer HealthCare



Bayer HealthCare

Please accept this *personalized lawn analysis* for your review.  
You are now able track and manage your account online!  
Simply log-in at [www.nutrilawnvancouver.com](http://www.nutrilawnvancouver.com)

| CORE SAMPLE   | LAWN CHARACTERISTICS  | RECOMMENDATION  |
|---|---|---|
|  | <b>CULTIVARS</b><br><input checked="" type="checkbox"/> Kentucky Blue<br><input checked="" type="checkbox"/> Perennial Rye<br><input checked="" type="checkbox"/> Fescue<br><input checked="" type="checkbox"/> Bentgrass | <b>CUTTING HEIGHT</b><br><input checked="" type="checkbox"/> Raise Mower 2.5" - 3"<br><input checked="" type="checkbox"/> Lower Mower 2.5" - 3"<br><input checked="" type="checkbox"/> Good Height 2.5" - 3"<br><input checked="" type="checkbox"/> Sharpen Blade |
|   | <b>THATCH</b><br><input checked="" type="checkbox"/> Thin - 1/4"<br><input checked="" type="checkbox"/> Moderate - 1/2"<br><input checked="" type="checkbox"/> Excessive - 1" +   | <b>COMPACTION</b><br><input checked="" type="checkbox"/> Good<br><input checked="" type="checkbox"/> Excessive<br><input checked="" type="checkbox"/> Aeration Recommended  |
|   | <b>ROOTS</b><br><input checked="" type="checkbox"/> Shallow<br><input checked="" type="checkbox"/> Deep<br><input checked="" type="checkbox"/> Newly Established  | <b>WATERING</b><br><input checked="" type="checkbox"/> 1 inch every 5 - 7 days<br><input checked="" type="checkbox"/> 3/4" every 5 days<br><input checked="" type="checkbox"/> 1" every 5 days (summer)   |
|   | <b>TOP SOIL</b><br><input checked="" type="checkbox"/> Sand<br><input checked="" type="checkbox"/> Loam <input type="checkbox"/> Clay   | <b>PROBLEM AREAS</b><br><input checked="" type="checkbox"/> Shade<br><input checked="" type="checkbox"/> Full Sun<br><input checked="" type="checkbox"/> Pet Damage<br><input checked="" type="checkbox"/> Other  |

**WEEDS**

|   |  |  |
|---|--|--|
| <input checked="" type="checkbox"/> Dandelion | <input checked="" type="checkbox"/> Chickweed  | <input checked="" type="checkbox"/> Oxalis         |
| <input checked="" type="checkbox"/> Plantain  | <input checked="" type="checkbox"/> Ground Ivy | <input checked="" type="checkbox"/> Black Medic    |
| <input checked="" type="checkbox"/> Thistle   | <input checked="" type="checkbox"/> Buttercup  | <input checked="" type="checkbox"/> Knotweed       |
| <input checked="" type="checkbox"/> Clover    |  | <input checked="" type="checkbox"/> Annual Grasses |

**INSECTS**

|  |
|--|
| <input checked="" type="checkbox"/> European Chafer(Grubs)   |
| <input checked="" type="checkbox"/> LeatherJackets(CraneFly) |
| <input checked="" type="checkbox"/> Sod Web Worm             |
| <input checked="" type="checkbox"/> No Activity at this time |

**MOSS**

Moss is currently \_\_\_\_\_ % of your total lawn area.

|   |
|---|
| <input checked="" type="checkbox"/> Lime required - balance pH      |
| <input checked="" type="checkbox"/> Remove Moss Manually            |
| <input checked="" type="checkbox"/> No Action required at this time |

**DISEASE**

|   |
|---|
| <input checked="" type="checkbox"/> Red Thread  |
| <input checked="" type="checkbox"/> Rust        |
| <input checked="" type="checkbox"/> Dollar Spot |
| <input checked="" type="checkbox"/> Fairy Ring  |
| <input checked="" type="checkbox"/> No Activity |

**On today's visit, your lawn has received a rating of:**

1 2 3 4 5 6 7 **8** 9 10

We would love to hear from you!  
If you have any questions please do not hesitate to contact us anytime!

12158 - 86<sup>th</sup> Avenue / Surrey, BC V3W 3H7 / Canada  
Tel: (604) 332-1036 / [www.nutrilawnvancouver.com](http://www.nutrilawnvancouver.com) / [Vancouver@nutrilawn.com](mailto:Vancouver@nutrilawn.com)

# Report card

|   |  |  |  |
|---|--|--|--|
| <b>1) Attitude/Appearance</b><br><input type="checkbox"/> N <input type="checkbox"/> A <input type="checkbox"/> NE<br>BCS _____ /<br>Muscle Condition _____ | <b>2) Oral Cavity/Teeth</b><br><input type="checkbox"/> N <input type="checkbox"/> A <input type="checkbox"/> NE<br>Breath odour _____ | <b>3) Mucous Membranes</b><br><input type="checkbox"/> N <input type="checkbox"/> A <input type="checkbox"/> NE<br>Colour _____<br>CRT _____ SEC<br>Moisture _____ | <b>4) Integumentary</b><br><input type="checkbox"/> N <input type="checkbox"/> A <input type="checkbox"/> NE<br>Skin tent: Present <input type="checkbox"/><br>Absent <input type="checkbox"/> |
| <b>5) Eyes</b><br><input type="checkbox"/> N <input type="checkbox"/> A <input type="checkbox"/> NE   | <b>6) Ears</b><br><input type="checkbox"/> N <input type="checkbox"/> A <input type="checkbox"/> NE                                    | <b>7) Cardiovascular</b><br><input type="checkbox"/> N <input type="checkbox"/> A <input type="checkbox"/> NE  | <b>8) Respiratory</b><br><input type="checkbox"/> N <input type="checkbox"/> A <input type="checkbox"/> NE   |
| <b>9) Gastrointestinal</b><br><input type="checkbox"/> N <input type="checkbox"/> A <input type="checkbox"/> NE   | <b>10) Musculoskeletal</b><br><input type="checkbox"/> N <input type="checkbox"/> A <input type="checkbox"/> NE                        | <b>11) Lymph Nodes</b><br><input type="checkbox"/> N <input type="checkbox"/> A <input type="checkbox"/> NE  | <b>12) Urogenital</b><br><input type="checkbox"/> N <input type="checkbox"/> A <input type="checkbox"/> NE   |
| <b>13) Nervous System</b><br><input type="checkbox"/> N <input type="checkbox"/> A <input type="checkbox"/> NE  | <b>14) Pain</b> <input type="checkbox"/> Y<br>_____/10 <input type="checkbox"/> N  | BP _____ Cuff Size _____ Limb _____  |  |
| T _____ PR _____ HR _____ RR _____ Wt _____ % wt Δ _____  |  |  |  |
| Frequency <input type="checkbox"/> AM <input type="checkbox"/> PM <input type="checkbox"/> Free choice # _____ Meals Amount _____                           |  |  |  |
| Diet _____ <input type="checkbox"/> Treats <input type="checkbox"/> Supplements   |  |  |  |
| <input type="checkbox"/> Indoors <input type="checkbox"/> Outdoors <input type="checkbox"/> Contact with others _____                                       |  |  | <b>N</b> = Normal<br><b>A</b> = Abnormal<br><b>NE</b> = Not Examined   |
| Other observations/findings _____   |  |  |  |
| Recommendations: _____  |  |  |  |
| Recheck on: _____   |  |  |  |



Schedule the next appointment

# What Veterinarians Can Do **Now** To Increase Cat Visits

9. Send home exam report every time
10. Schedule the next exam before the cat leaves practice



# Home care, compliance & follow-up

Keys to success  
Effective healthcare  
Adding value



# Establish rapport & engage the owner

*“What are your concerns today?”*

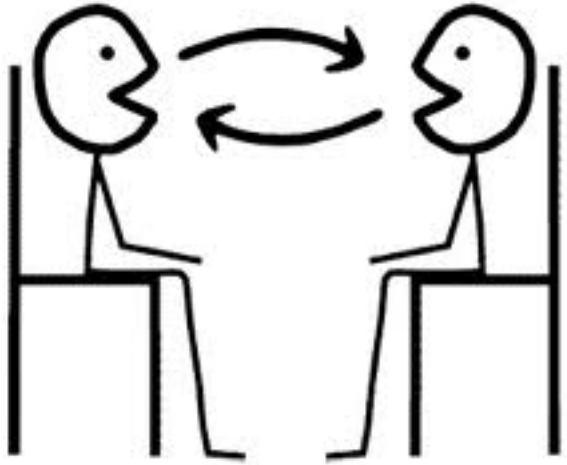




# Home Care

- **Explain clearly**





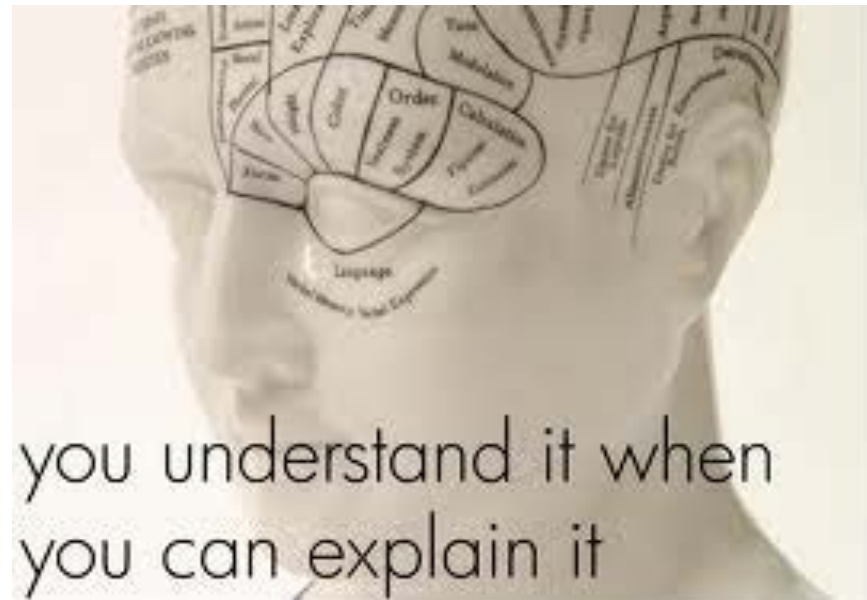
# Home Care

- Explain clearly
- **Verbal and visual**



# Home Care

- Explain clearly
- Verbal and visual
- **See-Do-Show**



# Home Care

- Explain clearly
- Verbal and visual
- See-Do-Show
  - **Ensure message received**



# Home Care

- Explain clearly
- Verbal and visual
- See-Do-Show
- **Prioritize**





## Home Care

- Explain clearly
- Verbal and visual
- See-Do-Show
- Prioritize
- **Reinforce with videos, take home materials**

# Have resources

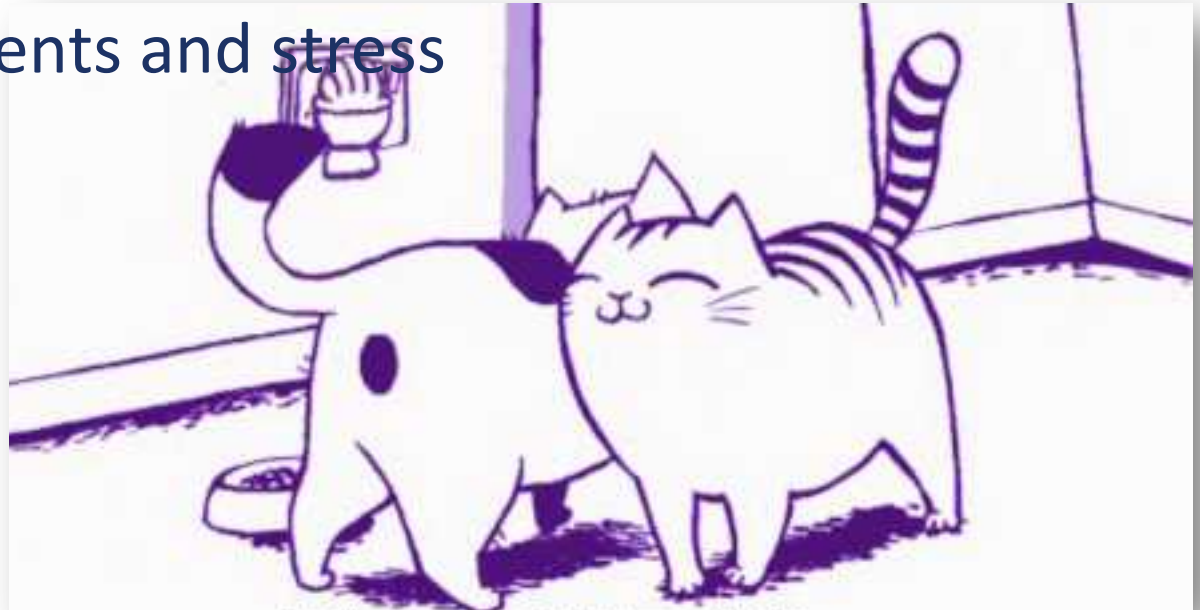
- Examples:
  - Give your cat a pill
  - Give subcutaneous fluids
  - Administer insulin
  - Measure blood glucose
  - Use an inhaler for asthma medications
  - Feeding with a feeding tube
  - Living with an E-tube
  - Change a KittyKollar





# Reintroduction to home environment

- Effect of vet visit and travel – time out of territory
  - +/- illness
- Disrupted harmony
- Inquisitive or hostile housemates
- Coping w treatments and stress
- Separate room
- Odours



# Compliance

- Engage, re-engage, re-engage
  - Understanding why
- FOLLOW-UP
  - Progress reports
  - Good investment showing caring & dedication



# Lifelong preventive health care



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60 ml/kg ideal weight/day!



### HOW TO GIVE SUBCUTANEOUS FLUIDS

#### To warm the fluids to body temperature:

1. Using an unopened bag:
  - a. Remove the outside protective bag
  - b. Microwave the bag for 2-3 minutes (depending on microwave)
  - c. Massage the warmed bag to distribute the heat evenly.
  - d. Test the bag on your wrist. It should feel comfortably warm, just about body temperature.
2. If the bag has already been used and has the line attached, do not microwave it as the line will melt and seal shut.
  - a. Boil water in a kettle or pot
  - b. Put the bag into a vase or tall upright container with the bulb portion up so it will remain above the water
  - c. Pour the hot water into the vase taking care to not reach the bulb
  - d. Set the timer for about 5 minutes (depends on how much is remaining in used bag)
  - e. Massage the warmed bag to distribute the heat evenly.
  - f. Test the bag on your wrist. It should feel comfortably warm, just about body temperature

**To connect a new line to a bag:**

1. Prepare the line by rolling the wheel to a closed position
2. Take the cap off the line being careful not to touch the end of the line
3. Remove the end from the port on the bag
4. Insert the pointed end of the IV line into the port
5. Squeeze the bulb of the IV line to fill the bulb half full
6. Open the line by rolling the wheel to the open position and fill the line with fluids

**To give your kitty fluids**

1. Hang the bag of fluids on a curtain rod or shower rod with the still capped line hanging down
2. Place an unused, covered needle on the line and place the sterile cap (from the end of the line) close by
3. Sit somewhere comfortable. I prefer the floor so that kitty feels secure.
4. If you want, you can wrap your kitty in a towel leaving head and shoulders exposed and cradle him/her
5. Remove the cover on the needle
6. With kitty facing away from you, holding the needle rest your dominant hand on your kitty's back with the needle facing toward his head
7. Lift and make a tent with the skin between kitty's shoulders using your non-dominant hand
8. Exhale and firmly pull that skin tent over the needle
9. Open the IV line wheel and administer the volume of fluids as directed by your doctor
10. Once the needle is in place, because the fluids are warmed, kitty should be comfortable. Giving treats and praise doesn't hurt either!

**CONGRATULATIONS! YOU'VE DONE IT!****Notes:**

1. While you are getting used to this procedure, it may help to have the fur shaved over two places at the back of the neck. That way you can be sure the needle is getting under the skin. The fur will grow back.
2. Your kitty will look like she/he is wearing shoulder pads. The fluids will droop to one side down a leg, even to the paw. These will be absorbed over 12-24 hours.
3. If some of the fluids or even a bit of blood leak from the injection site, there is no need to worry.



Better compliance!







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