Please join Cat Healthy Canada in welcoming five board certified feline specialists in Canada at the Ontario Veterinary College as they present feline cases and the Cat Healthy Preventive Healthcare Protocols. Registration for this event will be open to veterinarians and members of the veterinary healthcare team. There will be a fee to register.

Cats need more care

Feline care represents 80% of a clinic’s potential growth*

Cat Healthy is an initiative led by Dr. Elizabeth O’Brien and is assisted by four DABVP Canadian Feline Specialists - Dr. Susan Little, Dr. Elizabeth Ruelle, Dr. Margie Scherk and Dr. Kelly St. Denis. Supported by the veterinary industry, the goal of this program is to improve the quality and delivery of cat care by giving veterinary clinics the tools needed to help improve the experience of the cat and the client while building the culture of lifelong preventive health care.

- **Why aren’t cats getting the care they need?**
  There are 25% more cats than dogs in Canada, yet less than 40% of veterinary visits are for cats.*

- **Cat Healthy means removing barriers to veterinary visits**
  58% of cat owners say their cat hates going to the vet. 38% say just thinking about a vet visit is stressful. These are elements of “feline resistance” – a problem that the majority of clinics do not address.*

- **Cat Healthy means better care and a better clinic experience**
  Cat Healthy was created to provide information, tools and support to make your clinic more comfortable for cats and their caregivers. Improving the experience of veterinary visits will encourage increased cat visits.

- **Being Cat Healthy will increase client’s confidence in your clinic**
  When cat owners become aware your clinic is making an effort to make a cat’s visit a pleasant experience, they will be more inclined to bring their feline friend in for regular check-ups to ensure they are healthy.

*All statistics are from research collaboration by Bayer Animal Health, Brakke Consulting and the National Commission on Veterinary Economic Issues (NCVEI).
MEETING SCHEDULE:

8:00 – 9:00 AM Delegate check-in and full breakfast
9:00 – 9:15 AM Greetings and Introduction to Cat Healthy
9:15 – 10:30 AM Dr. Kelly St Denis: How I Approach Preventive Health in the First Year: Foundations for a Healthy Life
10:30 – 10:40 AM Morning break (juice, coffee and snacks)
10:40 AM – 12:00 PM Dr. Liz Ruelle: How I Approach Preventive Health in Adult Cats: Keeping the Good Times Rolling!
12:00 – 1:00 PM Lunch
1:00 – 2:15 PM Dr. Liz O’Brien: How I Approach Preventive Health in Senior Cats: Keeping those Golden Years Healthy
2:15 – 2:30 PM Afternoon break
2:30 – 3:45 PM Dr. Margie Scherk: Putting Your Findings to Work: Managing Sick Feline Patients Part 1
3:45 – 5:00 PM Dr. Susan Little: Putting Your Findings to Work: Managing Sick Feline Patients Part 2

Register online at cathealthyovc.eventbrite.ca

FEES:

Early-bird (before August 1, 2014) - Veterinarian $150
Regular (August 1, 2014 onwards) - Veterinarian $200
Early-bird (before August 1, 2014) - Veterinary Healthcare Team Member $100
Regular (August 1, 2014 onwards) - Veterinary Healthcare Team Member $150

For more info about Cat Healthy, please visit cathealthy.ca
For inquiries about this event, please contact robert_van_delst@hillspet.com

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