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

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

Canada's Pet Wellness Report, CVMA & Hill's Pet Nutrition, 2011
46%/55% of owners took their cat to the vet in the last year.

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

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

Canada’s Pet Wellness Report, CVMA & Hill’s Pet Nutrition, 2011
U.S. Pet Ownership & Demographics Sourcebook, AVMA, 2012
1987-2011
mean number of veterinary visits per dog, cat

2 VISITS

1.5
1.9
1.8
1.9
1.5
1.6

1 VISIT

0.8
0.9
1.0
1.0
0.7
0.7


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

2008 Business of urban animals survey: the facts & statistics on companion animals in Canada
U.S. Pet Ownership & Demographics Sourcebook, AVMA, 2012
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.

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
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

Bayer Brakke 2011
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
We’re Not All Cat People

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

48% Prefer dogs
17% Prefer cats

- 25% Strongly Prefer Dogs
- 23% Somewhat Dogs
- 35% Neutral
- 9% Somewhat Cats
- 8% Strongly Prefer Cats
Dirty little secret

Veterinarians and veterinary team members less comfortable working with cats
Find Cats More Challenging Than Dogs

**Dogs**
- Easy to work with during exams: 2% Completely Agree, 8% Somewhat Agree, 60% Neutral, 30% Somewhat Disagree, 8% Completely Disagree
- Challenging to diagnose: 7% Completely Agree, 24% Somewhat Agree, 36% Neutral, 31% Somewhat Disagree, 3% Completely Disagree

**Cats**
- Easy to work with during exams: 14% Completely Agree, 51% Somewhat Agree, 17% Neutral, 17% Somewhat Disagree, 1% Completely Disagree
- Challenging to diagnose: 14% Completely Agree, 43% Somewhat Agree, 22% Neutral, 17% Somewhat Disagree, 5% Completely Disagree
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

Helpful Tips

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.
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.

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
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.¹

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.

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.

WARNING !!!
Patient will be charged Extra for annoying the doctor with self-diagnosis gotten off the internet.
Why Preventive Care is Worth it.
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!
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
Bayer Veterinary Care Usage Study III: Feline Findings, 2013
Think about the **REAL** visit length

- Home & Travel
- Your Practice
- Back Home

30-45 minutes + 30-60 minutes = > 1 hour
Getting to the clinic?

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
Provide resources before the owner comes to the clinic

catvets.com
Sleepypod

www.sleepypod.com
Hide Perch Go

www.hideperchandgo.com
Carriers provide safety for both client and cat during transport, 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.

### 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.

### 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 (FPP) 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.

### 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.
Put the carrier in foot well
More resources

- www.Catalystcouncil.org
- Fun Facts & Resources
- Cat & Carriers: Friends, Not Foes
- Cat Carrier Training with Jacqui Neilson and Bug
Cats & Carriers: Friends, not Foes

Simple Steps for Cat-Friendly Carriers

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!

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...
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

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

**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.
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
Zylkene
Cats learn quickly

- Whether frightened or relaxed
- Home, travel, in clinic
Ten Solutions to Increase Cat Visits

AMERICAN ASSOCIATION OF FELINE PRACTITIONERS

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

www.catvets.com
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
YOUR NUTRI-LAWN ANALYSIS

Please accept this personalized lawn analysis for your review.

You are now able to track and manage your account online!
Simply log-in at www.nutrilawnvancouver.com

CORE SAMPLE

LAWN CHARACTERISTICS

RECOMMENDATION

CULTIVARS
- Kentucky Blue
- Pendental Rye
- Fescue
- Bentgrass

THATCH
- Thin - 1/4"
- Moderate - 1/2"
- Excessive - 1 1/2"

ROOTS
- Shallow
- Deep
- Newy Established

TOP SOIL
- Sand
- Loam
- Clay

CUTTING HEIGHT
- Raise Mower 2.5" - 3"
- Lower Mower 2.5" - 3"
- Good Height 2.5" - 3"
- Sharpen Blade

COMPACTION
- Good
- Excessive
- Aeration Recommended

WATERING
- 1 inch every 5 - 7 days
- 3/4" every 5 days
- "1" every 5 days (summer)

PROBLEM AREAS
- Shade
- Full Sun
- Pet Damage
- Other

WEEDS
- Dandelion
- Plantain
- Chickweed
- Thistle
- Clover
- Oxalis
- Black Medic
- Ground Ivy
- Knotweed
- Annual Grasses
- Buttercup

INSECTS
- European Chafer(Grubs)
- LeatherJackets(CraneFly)
- Sod Web Worm
- No Activity at this time

MOSS
- Moss is currently ___ % of your total lawn area.

DISEASE
- Lime required - balance pH
- Remove Moss Manually
- No Action required at this time
- Red Thread
- Rust
- Dollar Spot
- Fairy Ring
- 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 – 88th Avenue  /  Surrey, BC  V3W 3H7  /  Canada
Tel: (604) 332-1036  /  www.nutrilawnvancouver.com  /  Vancouver@nutrilawn.com

we nourish lawns and lives™
**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
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!