



***HAPPY* CAT**

vetoquinol

Social Media Posts

Instructions: Copy and paste the desired posts to your clinic's Facebook, Twitter or Instagram pages. Follow any additional steps as instructed. **Remember**, you can replace any of these photos with some of your own pictures! We recommend sharing pictures of your own cats, the clinic cat or some of your feline clients! One of the best practices about posting on Facebook is to share custom content. Take a few minutes to modify these posts based on your clinic! We recommend posting 3-4 times a week.

- Cat owners – we now offer Happy Cat Packs to help make your cat's visit to our office less stressful. Contact us today to schedule your annual exam and pick up your pack.



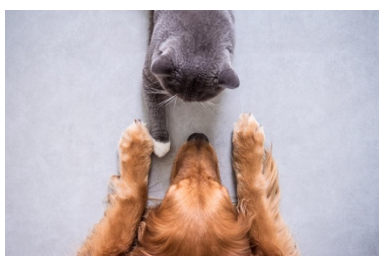
[Note: The full-size image can be found in the "Images" folder.]

- Did you know? 52% of cats have not received veterinary care in the last year. Missing a visit puts your cat at risk for hidden health problems and diseases. If your cat is overdue, contact us today.



[Note: The full-size image can be found in the "Images" folder.]

- People say dogs are "man's best friend" but, ahem, numbers don't lie. At 86.4 million, cats are America's #1 pet (vs. 78.2 million dogs).



[Note: The full-size image can be found in the "Images" folder.]

- We love our cat patients! Creating a stress-less environment for cats who visit our clinic is a priority for our team. Call us to find out about our cat-friendly policies and resources.



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Social Media Posts (continued)

- Looking for a way to relax your anxious cat in advance of their appointment with us? Try Zylkene – a natural supplement that helps promote calmness. Bonus! It's easy to give to even the pickiest cats!



[Note: The full-size image can be found in the "Images" folder.]

- We [heart emoji] our cat patients! Post a picture of your feline friend in the comments.
- Did you know? More than half of all cat owners avoid taking their cat to the vet due to the stress it causes. Contact us today to learn about our Happy Cat Packs can help decrease stress from veterinary visits.



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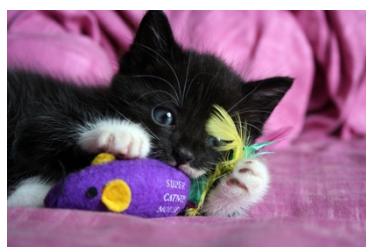
- Does your cat do this when it's time for their annual checkup? Contact us today to learn about our Happy Cat



[Note: The full-size image can be found in the "Images" folder.]

Packs!

- Curious about the science behind catnip? Read more: <http://bit.ly/2wfyONA>



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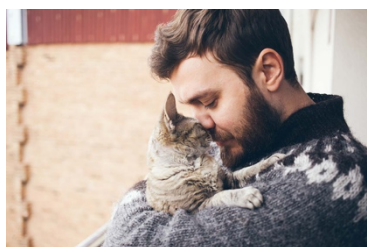
Social Media Posts (continued)

- Cats don't show pain like dogs do. It's important to bring them in for their annual exam to ensure they are healthy. Call us to schedule your next visit today.



[Note: The full-size image can be found in the "Images" folder.]

- Are you worried about bringing your cat in for their annual exam? Here are a few tips to help make that visit smoother: <http://bit.ly/2y1PIPF> Give us a call for more tips! We can't wait to see your cat.



[Note: The full-size image can be found in the "Images" folder.]

- Is getting your cat in the carrier the most stressful part of your vet visit? Here are some great tips from AAFP to help you train your cat to like (and maybe even love) their carrier: <http://bit.ly/2MfOvlg>



[Note: The full-size image can be found in the "Images" folder.]

Article #1

Instructions: Use the following content on your clinic's website, blog or within a newsletter.

Pre-Visit Prep

Few things inspire as much dread as a visit to the veterinarian – both for cats and their owners. One of the most important aspects of a visit to the veterinarian is what happens *before* leaving the house. Here are some simple tips to prepare for your cat's next vet visit:

- **The Car:** The car can be very stressful, especially when it's only used to transport your cat to the scary vet! By taking your cat for regular drives where the vet isn't the destination, they will gain a more positive association with car rides. Always make sure your car is set at a comfortable temperature and consider what kind of music you are playing. It's been proven that softer more calming music (such as classical) can have a calming effect.
 - **TIP!** Get your cat used to the car! They may end up liking it.
- **The Carrier:** Make the carrier comfortable for your cat, and keep it out and open as if it's part of your regular furnishings. Work with your cat to associate their carrier as a safe space. Be sure you don't use it exclusively for vet visits, boarding and other travel-related activities. A soft towel or t-shirt with your scent and your cat's favorite toys can also go a long way toward making the carrier more enticing.
 - **TIP!** Make the carrier a favorite resting place for your cat.
- **Positive Reinforcement Training:** Help your cat associate the carrier with a pleasant experience by rewarding them with high value treats and positive reinforcement when they enter it.
 - **TIP!** Use treats as a reward!
- **Consider medication or supplements:** Discuss medical options with your veterinarian if your cat is not responsive to calming techniques and practice.
 - **TIP!** For best results, some supplements should be started 24-48 hours before the appointment.
- **Prepare your questions in advance:** To minimize time at the clinic, write down any questions or concerns ahead of time and bring those to your visit. This also helps ensure you won't forget a question that pops up prior to your visit.
 - **TIP!** Keep a notebook and pen on hand for about a week before the visit, and jot down any questions or concerns that come to mind.
- **Stay Calm:** Stay calm—no matter how stressful the pre-visit process becomes. By keeping your actions and voice neutral, your cat will feel reassured that this is a normal event.
 - **TIP!** Cats pick up on the energy around them. Stay calm and positive!

If you have any questions about your cat's behavior or ways to make their visit to our office easier, don't hesitate to give us a call!

Article #2

At the Clinic

You've passed the hurdle of getting your cat out of the house and have made it to our office – now what?! Here are some tips to make your experience in our office easier – *for both you and your cat*.

- Ask to be scheduled at a time that's slower for the clinic. Typically we have "off hours" which are times we know won't be as busy. If your cat has a high fear of other animals and you have a more flexible schedule, this could be a great option to minimize stress.
- If coming during a slower time isn't an option for you, ask about waiting in your car until an exam room is available. We can call or come get you when an exam room is available.
- Bring your pet to the appointment hungry! The veterinarian may use treats throughout the exam to keep them calm.
- Remember to talk to your cat in a soothing voice during the examination and offer lots of praise. Cats pick up on energy very easily, by staying calm and positive, it may help keep them calm.
- Use the proper carrier techniques after the visit is over, even if you are in a rush to leave. It's important to calmly place your cat back in their carrier.
- Talk to us! Expressing any concerns before, during and after the visit is critical to building a more comfortable relationship. Keeping a journal of any questions or concerns you have and bringing it to your cat's appointment is a great way to remember all the things you want to cover.
- Remember your cat comes first! We will do everything in our power to complete the exam, but if your cat is highly stressed and presents a danger to themselves or our staff, we may have to stop and plan another time to continue. Your cat's well-being is our #1 priority!

If you have any questions about your cat's behavior or ways to make their visit to our office easier, don't hesitate to give us a call!

Article #3

Carrier Tips

The carrier is a common point of stress for our feline friends. Here are some tips on getting your cat in a carrier and ways to make them feel more comfortable while being transported.

- Verify the carrier is functional and clean — ensure there are no cracks or broken hinges. Use soap and water to clean the carrier instead of harsh cleaners that have a strong smell your cat may find upsetting.
- Ensure the carrier is the right size for your cat – it should be big enough they can stand, stretch and make a full turn comfortably.
- Include a cozy blanket or towel — it can keep your cat from sliding around during transport. A favorite toy or an article of your clothing may also be nice to include.
- Leaving the carrier out in the home at all times can make the cat familiar with the carrier. Removing the top and placing a blanket or towel inside can make the carrier a comfortable place to sleep. Alternatively, try serving their meals in the carrier to get them used to sitting inside. When they climb in on their own offer them a treat and praise.
- Work with your cat on getting in and out of the carrier without fear – use toys, treats, catnip or other items to entice them to go in and out on their own.
- If your cat needs help getting into the carrier, be gentle —try scooping them up with a blanket wrapped around them and placing them softly into the carrier. We recommend using a carrier with both a top and front opening to make this process easier.
- Be mindful when moving around with your cat in the carrier— sharp movements can throw off a cat's equilibrium and make them ill or increase stress. Carry the carrier with both arms gently, holding it from the bottom to avoid sharp movements or swinging.

Buckle up! Keep the carrier secured in the car!