



The Big Benefits of Fear Free for Feline Patients

Cats and veterinarians alike see big benefits from Fear Free. Clients bring cats to Fear Free practices more regularly and more frequently. Fear Free practices saw an **11%** increase in the number of feline patients per practice and were able to perform more services during each visit. All of that means that cats received better care because health issues could be caught earlier and vaccinations kept up to date.

One way cats have a better experience with Fear Free is through the feline vaccine experience with TruFel™ Ultra Vaccines.

- **Highly purified ½ mL:** Designed for a more comfortable vaccine experience, TruFel Ultra vaccines offer a ½ mL dose that is half the volume of standard vaccines.
- **Made with PureFil Technology:** Designed to reduce vaccination reactions with unwanted proteins and debris
- **Same Protection, Half the Volume:** Highly purified with 50% less volume than standard vaccines; Effective disease protection with minimal injection volume; designed to be a more comfortable experience for cats
- **Exclusive dual-strain calicivirus:** Closely aligns with AAFCO vaccination guidelines for best medicine.



But Fear Free is more than easier shots for pets. With Fear Free, veterinary teams report that clients have a more positive image of the practice, and they see an increase in client visits, leading to improved patient care. Workplace safety is increased, too. Happy, comfortable cats are less likely scratch or bite veterinarians and staff.

Clients become more bonded to the practice and are more likely to return.

After implementing Fear Free, practitioners saw:

- 2.9% increase in feline patient exams
- 1.21% growth in feline services
- 34.5% increase in forward bookings
- better relationships with cats and clients
- increased gross revenue
- increased revenue per patient and per practice.



Positive trends in revenue growth include the following:

- 11% exams
- 22% vaccines
- 17% laboratory
- 8% drugs and medications

Here's what experts have to say about Fear Free:

"80% of cats during a Fear Free visit will take treats.," — Marty Becker, DVM.

"Reducing fear can greatly improve the welfare of animals. When animals react badly during a veterinary procedure, it is often due to fear." — Temple Grandin, Ph.D.

"Fear Free, it's what it's all about. This is why we practice veterinary medicine, this is why clients come back, and this is what makes dogs and cats so happy to see you. And, in those cases when they're not happy to see you... we have some tools and strategies to help. You can practice good medicine, but not great medicine, without Fear Free."

— Steve Ettinger, DVM