

AAFP

New resource: communicating benefits of routine exams in 30 seconds

Good communication allows us to practice better medicine by bonding clients more closely to our practice and encouraging their adherence to our recommendations.



Have your clients ever asked, 'Why do I need to bring my cat in every year?!' The AAFP has developed short elevator scripts that you can use to answer this common question and convey the importance of routine feline check-ups.

Watch this 'elevator pitch' video now and start perfecting your own preventive care pitch: catvets.com/education/online/videos

More professionals embrace the CFP program

The AAFP's Cat Friendly Practice (CFP) program has continued to flourish. As of July 17 this year, 897 practices have been designated as CFPs.

The AAFP has also recently launched a new CFP program website that is more user-friendly. It can be found in the AAFP Member Center (catvets.com/members). Log in today to start your application, continue your progress, or view the new Marketing Toolkit.



JSFM

Numbers soar for second JSFM annual symposium

The Japanese Society of Feline Medicine, JSFM, has held its second annual symposium. The two main topics were entitled 'understand diseases related to emesis' and 'how to handle cats without stress'.

Sponsored by Royal Canin, the symposium took place on 28 June 2015 and was attended by 440 delegates – an impressive increase on the 250 delegates who attended last year.



From left: delegates were provided with the new Cat Friendly Clinic criteria translated into Japanese; attendees and lecturers enjoyed a professional photoshoot complete with feline props; a symposium session in progress

iCatCare

Photography competition winner



This photograph of a feral cat, nicknamed 'Shy' during a trap-neuter-return programme, has been selected as the winning entry in the 2015 International Cat Care (iCatCare) photography competition. The photographer is Hon Wa Yip from Hong Kong. This is the third photography competition that iCatCare, in conjunction with *Your Cat* and *Digital Photographer* magazines, has run and this year the winner was selected from nearly 2000 entries submitted from 40 countries

Keeping Cats Safe campaign

iCatCare has teamed up with the Veterinary Poisons Information Service (VPIS) and Agria Pet Insurance to launch a new 'Keeping Cats Safe' campaign. To date, the campaign has highlighted the dangers of disinfectants and the ingestion of foreign bodies and will focus on a range of other dangers on a month-by-month basis. For each topic there is advice for owners covering where the risks are, the signs of poisoning/injury, what to do, and how the risks can be minimised; for veterinary professionals there is in-depth advice on clinical signs, treatment and prognosis. There is also the opportunity to share stories and experiences via the campaign website, which can be accessed at: icatcare.org/keeping-cats-safe



Award

ABCD/Merial Young Scientist Awards

The European Advisory Board on Cat Diseases (ABCD)/Merial Young Scientist Awards 2015 were presented during the ISFM European Congress in Porto in July. The recipients were Emily Porter (second left) and Pawel Bęczowski (centre). They are pictured with Dr Jean-Christophe Thibault of Merial (left), Karin Möstl, chairwoman of ABCD (second right), and Claire Bessant, Chief Executive of iCatCare. Abstracts of the research that earned



them their awards appear on pages 819 and 824 of this issue of *JFMS*.