



Northwestern Wisconsin Veterinary Medical Association



Fall Meeting

FELINE FRIENDLY FOCUS

Dr. Ilona Rodan, DVM, DABVP (feline)

Wednesday September 10th, 2014

Clarion Hotel, Eau Claire WI

All veterinarians and veterinary staff are welcome!

Afternoon Sessions: 3:00 – 6:00 PM

Cat Friendly Practice – Setting up the Hospital Environment for Success

In the United States, there are millions more owned cats than owned dogs, yet cats visit veterinarians less frequently than dogs. Contributing to the decrease in cat visits is the stress associated with getting the cat to the veterinary practice and owners who are unaware of the need for wellness and preventive care. The Cat Friendly Practice program provides a solution to this trend. Developing a hospital environment that is cat-friendly can improve everyone's job and make feline visits much calmer.

Handling Cats to Prevent Fear and Aggression

The goals of "Feline-Friendly" Handling are to prevent feline fear and pain, the two most common causes of aggression in cats, and to prevent human injury in the veterinary hospital. The entire flow of the appointment can be improved, starting from getting the cat to the veterinary hospital to respectful handling during examinations, sample collections, treatments, and procedures. Handling techniques, towel techniques, and other tips will be provided to prevent feline fear associated with the visit.

Ouch! Recognizing Feline Pain

As solitary hunters, cats sense and avoid danger, and do not display pain and illness as dogs and humans do. Changes in behavior are the most common sign that a cat is painful. There are certain signs to help recognize acute vs. chronic pain. The common but difficult to recognize conditions and procedures that cause pain in cats will be identified. Client education about pain and early detection is addressed.

Social Time: 6:00-6:30 PM

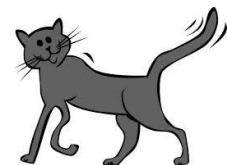
Dinner/Supper: 6:30-7:30 PM

NWVMA Business Meeting: 7:30-8:00 PM

Evening Session: 8:00-9:00 PM

10 Tips to Get Cats Back into Practice

A study conducted by Bayer Health Care, in collaboration with the American Association of Feline Practitioners revealed significant opportunities for veterinary practice. Although there is a broad decline in veterinary visits, this study indicated that **cat's are underserved!** Bayer and the AAFP collaborated to clearly identify the obstacles to feline veterinary care and develop innovated solutions to overcome these barriers.





About Our Speaker, Dr. Rodan

Dr. Rodan is the founder and hospital director of the AAHA certified, Feline Friendly Practice – Gold Standard, **Cat Care Clinic** in Madison, WI which is dedicated to feline practice and feline behavior consultations. Dr. Rodan was one of four veterinarians who advocated for and helped the American Board of Veterinary Practitioners develop the Feline Specialty. She has been a diplomat of ABVP (feline specialty) since the first examination in 1995, recertifying in 2005. Dr. Rodan is a nationally and internationally recognized speaker and authority in feline behavior, feline friendly veterinary care and an advocate for enhancing cat-owner relationships. Dr. Rodan is a board member of the American Association of Feline Practitioners and a past president of the AAFP. She has co-chaired a number of guidelines developed by AAFP and joint AAFP and AAHA guidelines, including the Feline Behavior Guidelines, Pain Management Guidelines, Feline Life Stage Guidelines, and the Feline Handling Guidelines. Dr. Rodan is a contributor to the textbook “The Cat: Clinical Medicine and Management” and contributor to the AAFP “Ten Solutions to Increase Cat Visits”. Dr. Rodan was also the chair of the Task Force to develop the Cat-Friendly Practice certification program. Dr. Rodan was awarded the Animal Welfare Award by the American Veterinary Medical Association in 2005 for her national work to enhance the welfare of cats through medical and behavioral advancements, and her contributions to community and society. Dr. Rodan’s passion and desire to help both cats and their people is unwavering. She is dedicated to providing each cat with the gentle and compassionate care they need and deserve.

Cost: Afternoon session (3 CE hrs), no meal - \$60
Evening session (1 CE hr), includes meal - \$25
Total Program (4 CE hrs), includes meal - \$85

Preferred Method of Payment: **Check**

To Register:

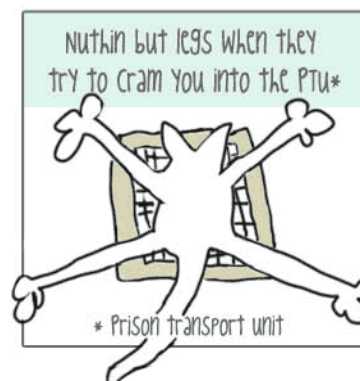
Email: larry.baumann@uwrf.edu

Indicate the names attending and which session planned for each person

Phone: Dr. Larry Baumann, 715-425-3187 (leave message of names attending & session)

Mail: Complete the form below and mail to:

Dr. Larry Baumann
NWVMA Sec-Treas
410 S. 3rd Street
River Falls, WI 54022



		<u>Afternoon</u>	<u>Evening</u>	<u>Total</u>
Name: _____	(circle one)	\$60	\$25	\$85
Name: _____	(circle one)	\$60	\$25	\$85
Name: _____	(circle one)	\$60	\$25	\$85
Name: _____	(circle one)	\$60	\$25	\$85