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## Three Ways to Turn Feline Visits into Lasting Relationships

### *Cats now account for nearly one in four appointments*

Feline clinical visits grew every quarter of 2025, reaching a record 24.7 percent share of all clinical visits at U.S. veterinary practices. While this momentum is encouraging, it reflects an opportunity still largely untapped. Only about one in three owned cats in the U.S. visited a veterinarian at all in 2025. Here are three findings to help your practice turn this trend into lasting relationships:

#### **Finding 1: Change the Message From “Vaccines Due” to “More Time with Your Cat”**

The CATalyst 2026 State of the Cat 60,000-household survey report shows that 93 percent of cat owners agree that wellness visits are important. Yet, only about 50 percent actually bring their cats to veterinarians. This gap isn't about attitudes; it's about motivation. One of the most powerful shifts a practice can make is in its language. Replace “Your cat is due for vaccines,” with, “[Cat's name] is due for a whole health exam, which can help your cat live longer, and give you more years together.” This message speaks directly to what cat owners value. Connect the wellness visit to longevity and quality of life, not compliance of vaccines.

#### **Finding 2: Schedule the Next Visit Before They Leave**

The single best tool to get more cats in your practice is scheduling the next appointment at checkout. Before the cat caregiver leaves, confirm a date for the next wellness exam. A scheduled appointment dramatically increases the likelihood of a return visit. Clients who default to, “I'll call when something's wrong,” could unknowingly jeopardize the health of their cat and/or create more costly veterinary visits down the road.

#### **Finding 3: Create a Cat-Friendly Welcome Experience**

51 percent of cat owners say they'd visit more often if it were less stressful for them and their cat, and 41 percent want a more cat-friendly clinic environment. Designate a quiet feline waiting area separate from dogs or have cats wait in the car until you are ready to bring them to a room. Use cat-friendly handling techniques and offer resources such as a low-stress carrier training guide to send home with new patients. Small environment changes signal to cat clients that their pet is truly seen as the unique species they are.

*Source: CATalyst Council Feline Veterinary Market Insights Report, Vol. V (2026); CATalyst State of the Cat 2026.*