

Kitten Season: An Opportunity to gain **a patient for life**



8 actions for lifelong feline care



1. REFRAME YOUR ANNUAL REMINDERS

Replace “vaccines are due” with language about **whole-health assessment and longevity**. Connect the visit to the cat’s specific life stage and changing needs.



2. ASK ABOUT THE OTHER PET AT EVERY VISIT

“Do you have any other pets at home?” should be a standard intake question. If a cat in the household isn’t an **active patient**, invite them to establish care.



3. SET THE NEXT APPOINTMENT BEFORE CHECKOUT

Pre-scheduling at checkout is the **most reliable way** to maintain a regular visit cadence for feline patients.



4. USE THE KITTEN SERIES TO BUILD A LIFE-STAGE ROADMAP

Explain what you’ll be watching for as the cat ages. Give each **future visit a reason** to happen.



5. CONSIDER WELLNESS BUNDLES

Monthly payment plans or annual wellness packages reduce per-visit cost anxiety and are welcomed by **71% of cat parents**.*



6. TRAIN TEAMS TO COMMUNICATE FELINE HEALTH DIFFERENTLY

Help staff explain that **cats often hide illness**, annual care is about early detection — not just vaccines — and that **reducing stress** is part of quality care.



7. PROVIDE CARRIER TRAINING RESOURCES

Offer online resources (that help make the carrier a familiar, positive space between veterinary visits) or a **simple handout at discharge** on how to make the carrier a positive space before each visit.



8. BUILD SIMPLE HANDOFFS WITH RESCUES & SHELTERS

Partner with rescues, shelters, foster networks, and community caregivers. Simple **first-visit pathways** and post-adoption education help more kittens stay connected to care.