

Your Next Patient May Already Be in the Household



Every client who walks through your door represents an opportunity to care for more of the pets in their home. A few simple questions can uncover cats you may not be seeing today—and turn missed visits into opportunities for wellness exams, diagnostics, preventives and ongoing care. More feline visits mean healthier cats, stronger client relationships and greater revenue potential for your practice.

Ask EVERY pet owner that comes in:

- 🐾 “Do you have any cats at home, too?”
- 🐾 “Any other pets at home we haven’t met yet?”
- 🐾 “Who else is part of the family—any cats?”
- 🐾 “Does [dog’s name] have any feline friends at home?”
- 🐾 “Tell us about the other pets in your household.”

The simple message to reinforce

Your cat may look healthy—but they can’t tell you when something feels different. Annual wellness exams help us find concerns earlier and keep your cat feeling their best.

How to handle common objections:

“My cat seems perfectly healthy.”

- 🐾 That’s exactly when we want to see them.
- 🐾 Cats naturally hide pain and illness, so changes can be difficult to notice at home.
- 🐾 Regular exams give us a chance to identify subtle changes early.

“My cat is indoors.”

- 🐾 Indoor cats still experience health concerns such as dental disease, obesity, kidney disease, arthritis and diabetes.
- 🐾 Preventive care remains important even when your cat never goes outside.

“Getting my cat here is too stressful.”

- 🐾 Tell us! We can help you make the trip easier.
- 🐾 We can talk about carriers, pheromones, calming options and other ways to reduce stress before you leave home.
- 🐾 Don’t wait until appointment day—contact us ahead of time so we can make a plan together.

“My cat hates the carrier.”

- 🐾 Leave the carrier out at home so it becomes part of your cat’s normal environment.
- 🐾 Add familiar bedding, treats or toys and let your cat explore it without the pressure of a trip.
- 🐾 Ask us about additional calming strategies.