



Welcome to the Have We Seen Your Cat Lately?™ Official Guide to Bringing More Cats into Your Clinic!

Like you, Boehringer Ingelheim, is committed to keeping our feline family members healthy. By participating in the Have We Seen Your Cat Lately?™ (HWSYCL) program, your practice is officially on the journey to improving feline wellness and finding the hidden feline business potential in your clinic.

The HWSYCL program is an opportunity to improve the health and wellbeing of your feline patients and to grow your business.

Clinics across the country want to grow their feline business, but may not be sure how to make it happen. The HWSYCL program encompasses proven strategies to drive growth.

This program will help your clinic:

- Raise clients' awareness of the importance of lifelong feline health care.
- Enhance clients' perceived value for feline preventative care.
- Improve compliance for feline preventative care.
- Increase feline visits and revenue of existing clients.
- Recapture lapsed cats/clients.
- Acquire and retain new feline patients/clients.

Use this guide as a reference to help you make simple and effective updates in your practice that can improve service offerings for your cat clients. The program is filled with proven strategies designed to provide cats in your local area with consistent care and create an environment where cats and owners are comfortable.

One of the most important elements is reviewing your practice's feline care guidelines. This general guide is a supplement to your expertise and individual risk assessment for each patient – including medical history and interactions with other animals.

Your partners at Boehringer Ingelheim are right by your side as your practice expands its feline care offerings. Keep up to date with the latest information and program updates on the exclusive vet portal on the HWSYCL website. You can find your unique login ID at the top of this page. Please talk to your local Boehringer Ingelheim Territory Sales Manager if you need additional kit items, information or help along the way.

Let's get started!