



Have we  
**seen**  
your cat  
lately



## Reaching feline patients

- *Have we seen your cat lately?*<sup>TM</sup> is a nationwide awareness campaign
- Sponsored by Boehringer Ingelheim Vetmedica, Inc. (BIVI)
- Promotes regular veterinary care for cats, including wellness visits and vaccinations

## More cats, less care

- There are 82 million pet cats in the U.S., compared with 72 million dogs
- Compared with dogs, almost three times as many cats haven't received veterinary care in the past year
- 41 percent of dog-owning households also have cats
- Your existing client base is probably hiding a large number of **"unseen cats"**

## Use the *Have we seen your cat lately?* program to:

- Help engage pet owners in discussions about the importance of feline wellness care
- Increase feline traffic to your clinic
- Make a difference for more cats

Order you **FREE**  
program kit today  
at [HaveWeSeenYourCatLately.com](http://HaveWeSeenYourCatLately.com)



\*Quantities are limited. Available while supplies last. Actual program materials may differ from items shown.

**Sound  
Byte**

**BIVI offers a complete line of safe, effective vaccines against major feline diseases**

Feline Vaccines	Virus/Disease							
	calicivirus (VS-FCV)	calicivirus (TRADITIONAL)	panleukopenia	rhinotracheitis	Chlamydia	FELV	FIV	rabies
CaliciVax™	K	K						
Fel-O-Vax® PCT+CaliciVax™	K	K	K	K				
Fel-O-Vax® IV+CaliciVax™	K	K	K	K	K			
Fel-O-Vax Lv-K® III+CaliciVax™	K	K	K	K		K		
Fel-O-Vax Lv-K® IV+CaliciVax™	K	K	K	K	K	K		
Fel-O-Vax Lv-K®						K		
Fel-O-Vax Lv-K®/FIV						K	K	
Fel-O-Vax® FIV							K	
Fel-O-Guard® Plus 3		M	M	M				
Fel-O-Guard® Plus 3+Lv-K		M	M	M		K		
Fel-O-Guard® Plus 4		M	M	M	K			
Fel-O-Guard® Plus 4+Lv-K		M	M	M	K	K		
Rabvac™ 1								K
Rabvac™ 3								K
Rabvac™ 3 TF								K

**M** modified live  
**K** inactivated (killed)

# Sound Byte

CHECK-OFF & ECHO NOTES

First, always ask if the manufacturer rep has visited the practice recently:

**Doctor, has the Boehringer Ingelheim rep been in to see you in the last two weeks to talk to you about their Have we seen your cat lately program?**

If yes, confirm the benefits!  
If no, detail as the primary contact.

### Confidence statement

“I believe that you can increase your cat visits with a simple program from BIVI. It is called Have we seen your cat lately?”

### Invitation to neutral

“Let me review how the BIVI approach is designed around a simple question .....”

### Acknowledging customer as decision maker

“... then you can decide if you wish to get this program implemented with your team to increase cat visits and tap into your unseen cat potential.”