FOR IMMEDIATE RELEASE

Cat Professional: Helping Over 10,000 Cats to Optimum Health Every Year

Press Release

4th August 2009

Since Cat Professional was founded in 2007 by UK feline veterinary specialist Dr Sarah Caney it has provided an invaluable source of specialist information for over 10,000 cat owners and veterinary professionals world-wide via its website www.catprofessional.com. Visitors from 60 countries have visited the site since its launch in 2008, proving that interest in feline health matters is truly international. The website is packed with information for every type of visitor whether they wish to purchase a title in the 'Caring for a cat' series, register their cat(s) for long-term non-invasive clinical trials, or book to attend the UK's first specialist-run Geriatric cat clinics.

There is no doubt that one of the most popular areas of the site is '**Free Downloads**' (which is updated regularly with articles for both cat owners and veterinary professionals. http://www.catprofessional.com/free_downloads.html). Veterinary articles feature technical guides on areas that are commonly a cause for concern but rarely covered in textbooks. Techniques such as **cystocentesis** are often recommended, however it's often difficult to find detailed articles on a topic which is often glanced over briefly in textbooks.

Cat Professional founder and Chief Executive Dr Sarah Caney comments;

"Textbooks often gloss over practical techniques such as cystocentesis and blood pressure measurement. I was prompted to write the Free Download articles based on questions I was commonly being asked at CPD events. Although most of the techniques are very straightforward, I recognise that it can be daunting for my professional colleagues to try a new method or procedure without detailed technical information to help them. I hope that these guides will provide a ready reference that can be used to guide clinicians through the procedures."

For cat owners there is no less variety, with information on **administering subcutaneous fluids**, **home care of cats with renal disease** and **diagnosis of wobbly kittens**. July 2009 saw the latest addition to the 'Owner Article' section with a guide written by Dr Sarah Caney on '**Encouraging your cat to take in more fluids**'. This slide presentation contains a series of easy to follow practical tips which are especially helpful for owners of cats with kidney disease or lower urinary tract disease.

Too often scientifically themed articles, although enthusiastically written, can be wordy and difficult to understand – a trend bucked by the colour illustrations, practical tips and accessible language used in the Cat Professional downloads which are all written by veterinary specialists. Whilst the majority of cat owners visit the site for a specific download, veterinary professionals frequently utilise the section fully, downloading all seven of the current veterinary articles which cover the following topics:

Potassium supplementation
Pyelonephritis case report
Cystocentesis in cats
Doppler blood pressure measurement in conscious cats
Ocular manifestations of systemic hypertension
Osteoarthritis in cats
Examination of the feline eye and adnexa

Upcoming additions to the section for 2009 include 'Inserting Feeding Tubes' and 'Tips for management of inappropriate urination'. Suggestions for the section are always well received as the team at Cat Professional constantly seek to find ways to share best practice with owners and veterinary professionals internationally.

Those interested in the articles available can view the full selection here. Suggestions and comments can be made using the 'contact us' form on the website or by emailing info@catprofessional.com

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