

# ULTRA™ HELPFUL TIP:

Elanco™

Use the Ultra™ line of 1/2 mL vaccines\* to attract more feline patients to your clinic

## By promoting feline healthcare, you can give more cats the care they deserve

Many veterinarians continue to treat more dogs than cats. You can draw more cat owners to your practice by explaining what your clinic is doing differently when it comes to feline healthcare. To get started, focus on your approach to feline vaccination.

## With the tips provided on the reverse side and the lower volume Ultra™ line of 1/2 mL vaccines, you may:

- Attract more feline patients to your clinic
- Build stronger relationships with cat owners



**tru** Fel™ ultra

## PROMOTE FELINE VACCINATION

Cat owners will appreciate your proactive position on their cat's health

# THREE STEPS TO KEEP CATS COMING BACK

- 1. DIFFERENTIATE YOUR CLINIC ONLINE**  
Focus on cat-centric tips and advice online to stand out as a feline-friendly clinic. See sample social media post!
- 2. ENLIST DOG OWNERS**  
Dog owners who visit your clinic may also have cats at home. Ask if they own a cat, and use the opportunity to explain the importance of feline vaccination. Don't forget the lower volume benefits of TruFel Ultra.
- 3. COMMUNICATE WHEN YOU VACCINATE**  
Use this valuable time with cat owners to communicate your clinic's unique approach to preventive care.

The label contains complete use information, including cautions and warnings. Always read, understand and follow the label and use directions.

\* The Ultra™ line of vaccines by Elanco includes TruFel Ultra.

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## SAMPLE POST **SOCIAL MEDIA**

We care about cat comfort! Our clinic uses the Ultra™ highly purified line of 1/2 mL vaccines, which provides 50% less volume than other standard feline vaccines. Make an appointment to get your cat vaccinated today.



**tru** Fel™ ultra

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