



Hypertension Communications Support for practices

Here you will find a guide for your practice that covers text, email and webpage communication on feline hypertension. It's important to consider segmenting the cat owners you talk to and giving advice specific to that cat as it's more personal and motivating than general blood pressure advice. We tend to suggest that cats with chronic kidney disease and hyperthyroidism get specific communication due to them having the highest risk of developing high blood pressure and the need for the most frequent checks. Followed by senior cats (ISFM recommends cats from 7 years old) however you can choose the age cohort that most needs screening in your practice, bear in mind the older a cat gets the higher their risk of developing high blood pressure.

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TEXT MESSAGE

All Cats (especially senior)

High blood pressure is one of the most common conditions of older cats. It tends to be seen in cats over 9 and the older a cat gets the higher their risk of developing high blood pressure. The trouble with cats is the signs of high blood pressure can be very difficult to spot. The best way to find out if your cat is affected is to check their blood pressure, it's done using the same method as in people. We offer this service for all senior cats at [clinic name]. If you'd like more information on high blood pressure in older cats click here [link to webpage – suggested URL [Feline Hypertension - what you need to know \(catbloodpressure.com\)](https://catbloodpressure.com)]

CKD and Hyperthyroid cats

Dear X

[name]'s current health conditions [insert condition here] put them at an increased risk of developing high blood pressure. The trouble with cats is the signs of high blood pressure can be very difficult to spot. The best way to find out if your cat is affected is to check their blood pressure, it's done using the same method as in people. We offer this service for all senior cats at [clinic name]. If you'd like more information on the association between high blood pressure and other common conditions of older cats click here [link to webpage – suggested URL (CKD - [Chronic kidney disease in cats and hypertension \(catbloodpressure.com\)](https://catbloodpressure.com)), Hyperthyroidism - [Hyperthyroidism in cats and hypertension \(catbloodpressure.com\)](https://catbloodpressure.com)]



EMAIL

All cats – especially senior

Dear [name]

At [clinic name] we aim to be proactive in looking after [name]'s health. As they get older, just like in people their risk of developing high blood pressure increases. The problem is there are very few signs to spot until late in the disease. By this point there can be significant organ damage. In particular, high blood pressure in cats can affect the eyes, kidneys, brain and heart.

High blood pressure is more commonly seen in cats from around the age of 9. The older they get, the higher their risk of developing the condition. In fact, as many as 1 in 5 cats will develop high blood pressure¹ in their lifetime. Current recommendations from the International Society of Feline Medicine (ISFM) are that older cats should have their blood pressure measured every 12 months².

The good news is [clinic name] recognise the importance of this and offer blood pressure checks in all older cats. [name]'s blood pressure can be measured using the same method as in people and is well tolerated by most cats. If you have any further questions or would like to book [name's] next blood pressure check, please contact the surgery [booking info here – telephone number or link to online booking].

Best wishes

[clinic name]

1. Conroy et al, Survival after diagnosis of hypertension in cats attending primary care practice in the UK 2018
2. Taylor et al, ISFM Consensus Guidelines on the Diagnosis and Management of Hypertension in Cats JFMS 2017

CKD Cat

Dear [name]

At [clinic name] we aim to be proactive in looking after [name]'s health. As they have been diagnosed with Chronic Kidney Disease (CKD) there is some additional information we want to share with you.



Just like in people, high blood pressure can develop commonly in association with other diseases. For cat's with kidney disease, high blood pressure is a common condition that can develop alongside CKD. In fact, as many as 1 in 3 cats with CKD will develop high blood pressure¹. High blood pressure can also worsen the progression of CKD too. Current recommendations from the International Society of Feline Medicine (ISFM) are that cats with kidney disease should have their blood pressure measured every 6 months². If you'd like more information on the association between high blood pressure and other common conditions of older cats click here [suggested link [Chronic kidney disease in cats and hypertension \(catbloodpressure.com\)](https://catbloodpressure.com)]

The good news is [clinic name] recognise the importance of this and offer blood pressure checks in all older cats. [name]'s blood pressure can be measured using the same method as in people and is well tolerated by most cats. If you have any further questions please contact the surgery [booking info here – telephone number or link to online booking] to book your cat's next blood pressure check.

Best wishes

[clinic name]

1. Taylor S, et al. ISFM Consensus Guidelines on the Diagnosis and Management of Hypertension in Cats. *Journal of Feline Medicine and Surgery* (2017) 19, 288–303.
2. Taylor S, et al. ISFM Consensus Guidelines on the Diagnosis and Management of Hypertension in Cats. *Journal of Feline Medicine and Surgery* (2017) 19, 288–303.

Hyperthyroid Cat

Dear [name]

At [clinic name] we aim to be proactive in looking after [name]'s health. As they have been diagnosed with a thyroid condition, there is some additional information we want to share with you.

Just like in people, high blood pressure can develop commonly in association with other diseases. High blood pressure is a common condition that can develop alongside hyperthyroidism. In fact, as many as 1 in 4 cats with hyperthyroidism will develop high blood pressure¹. This commonly develops after they have started treatment for their hyperthyroidism. High blood pressure can also put pressure on the same organs that high blood pressure affects too, such as the heart. Current recommendations from the International Society of Feline Medicine (ISFM) are that cats with hyperthyroidism should have their blood pressure measured every 6 months². If you'd like more information on the association between high blood pressure and other common conditions of older cats click here [suggested link [Hyperthyroidism in cats and hypertension \(catbloodpressure.com\)](https://catbloodpressure.com)]



The good news is [clinic name] recognise the importance of this and offer blood pressure checks in all older cats. [name]'s blood pressure can be measured using the same method as in people and is well tolerated by most cats. If you have any further questions please contact the surgery [booking info here – telephone number or link to online booking] to book your cat's next blood pressure check.

Best wishes

[clinic name]

1. Taylor S, et al. ISFM Consensus Guidelines on the Diagnosis and Management of Hypertension in Cats. *Journal of Feline Medicine and Surgery* (2017) 19, 288–303.
2. Taylor S, et al. ISFM Consensus Guidelines on the Diagnosis and Management of Hypertension in Cats. *Journal of Feline Medicine and Surgery* (2017) 19, 288–303.



WEBPAGE

Suggested key messages are below for a hypertension awareness page on your practice site. Alternatively, all this information can be found at www.catbloodpressure.com our owner information microsite. Where possible, linking to this site from yours will also help owners to be able to revisit and gain further information as our owner site features regular blog pages updated with topics of interest to owners of at risk cats.

- General high blood pressure paragraph – what it is and what it causes. The key message for owners is that there are no outward signs even when damage occurring.
- Can occur in association with other conditions. Most commonly CKD and Hyperthyroidism. Also risk increases with age. Older cats, especially those who have one of these underlying conditions are at highest risk and should be checked twice a year.
- Table showing ISFM recommended checks. This is a good resource to reference for owners as it shows that it's a generally held view that blood pressure should be checked this often – not just a practice level initiative.

Table 1 Recommendations for monitoring of SBP	
Category	Frequency of SBP monitoring
Healthy adult cats (3–6 years of age)	Consider every 12 months*
Healthy senior cats (7–10 years of age)	At least every 12 months
Healthy geriatric cats (≥11 years of age)	At least every 6–12 months
Cats with recognised risk factors including: ❖ Underlying diseases: CKD, hyperthyroidism (including treated cats), PHA, HAC, phaeochromocytoma, etc ❖ Drug therapy (eg, erythropoietin) ^{77,78} ❖ Evidence of TOD	Measure immediately and reassess at least every 3–6 months
*The main purpose of monitoring in this age group is to obtain baseline measurements for the individual cat. As few cats in this age category have hypertension, great care is needed in the interpretation of elevated BP measurements, especially in the absence of TOD or a clear underlying disease SBP = systolic blood pressure; CKD = chronic kidney disease; PHA = primary hyperaldosteronism; HAC = hyperadrenocorticism; TOD = target organ damage	

[ISFM Consensus Guidelines on the Diagnosis and Management of Hypertension in Cats \(sagepub.com\)](http://www.sagepub.com)



- Describe importance regular checks as no clear signs to see and that the condition can develop over time so one clear check does not mean the cat will never develop symptoms.
- How are cats measured – reassurance that measurement is pain free and easy just like in people. Plus some tips to travel the cat calmly to the clinic. [Blood Pressure Consultation - Ceva Santé Animale \(wpengine.com\)](#)
- Top tips – calm for measurement – tips on travelling to the vet calmly. [Cat Travel: Everything There Is To Know \(feliway.com\)](#)