APPLICATION GUIDE – ‘EASY TO GIVE™ APPROVED’ PRODUCT AWARD

Background
Medicating cats can be extremely difficult, and a source of great stress for both owners and cats. iCatCare’s Easy to Give Awards were designed to acknowledge, reward, encourage and improve therapeutic compliance and feline welfare by recognising POM-V products that make administering medicines to cats genuinely easier.

The Easy to Give Awards were initially only available for POM-V products (or equivalent veterinary medicines authority regulation outside the UK). Over time, this requirement has been relaxed, recognising that as data on product safety and efficacy has been generated, some POM-V products are recategorised as GSL (General Sale List) in some countries.

International Cat Care has recently made the decision to move away from a discretionary award to an ‘Easy to Give™ Approved’ certification programme. This will continue to encourage the development of veterinary products with improved compliance and provide vets and owners with confidence in administering the product, whilst making the process of how this certification is awarded transparent.

iCatCare will consider veterinary products for Easy to Give™ Approved certification if they are:
• Innovative, safe and particularly easy for owners to administer to cats
• Minimise the number of times an owner has to administer medicine to the cat

What is assessed?
Easy to Give™ Approved certification is made after formal and structured evaluation of the product by iCatCare. The certification is based on both the product and its presentation (not simply on the active ingredient) and the certification is granted within the following framework. We will require:

• Evidence of efficacy and safety from the licensing authority* at the level of POM-V (or equivalent for products licensed and evaluated outside of the UK)
• Additional relevant verifiable data on safety*, efficacy* or administration must be clearly displayed on the packaging including highly visible, clear warnings where appropriate
• Evidence of the ease of administration of the product
• Clear and responsible owner advice and information on the product and its administration including the route, means and dosing schedule
• Results of palatability trials for all oral medications where possible

The product will then be assessed externally by a selected panel of ISFM Academy veterinarians and structured feedback from them and their feline clients will be sought.
* N.B. iCatCare does not assume the role of a licensing authority and defers to the VMD (in the UK and other appropriate authorities elsewhere) on all matters associated with the safety or efficacy of the product. Only products licensed at the level of POM-V or equivalent are therefore eligible for the certification.

**Application Procedure**

When a company would like iCatCare to consider a product for an Easy to Give™ Approved certification, iCatCare requires the company to send us the following:

- A sample of the product in question including all normal packaging, inserts and instructions. If special precautions are needed in the handling and storage of the product, please contact us first to discuss this in advance (e.g. refrigeration).
- Product promotional literature and evidence of licensing status (e.g. data sheet).
- A brief description of the product’s benefits and why it is being entered for an Easy to Give™ Approved certification.
- All palatability/compliance information/data the company may hold (where available).
- Any additional information that may be relevant (e.g. further safety/efficacy data, publications etc.).
- If this is an oral product, please state whether the product can be given with food and if in tablet/capsule form whether it can be crushed/broken.
- Name and contact details of the person within the company making the submission.
- Payment of an application fee of £1,000.

Please note that products applying for Easy to Give™ Approved may do so via two possible tracks:

- **Pre-launch:** the product must have regulatory approvals. As veterinarians will not have used the product in practice, we will require you to provide sufficient samples to selected ISFM Members practising in countries where you have achieved approvals, so that we can gather feedback on its suitability for an Easy to Give™ Approved award.
- **Post-launch:** the product must have been launched and available on the market for a minimum of 6 months. We will include the product in our twice yearly ISFM Members survey (January & July) to gather wider feedback from veterinarians who will have had the opportunity to use the product in practice. Please advise at the time of application on any geographical restrictions to product approvals so that we can filter our survey lists accordingly.

A decision will be made by iCatCare only after sufficient time has been allowed for our team to fully assess the product and raise any additional queries about the product. The length of time this takes varies between different products.

If successful, an automatically renewing annual license agreement then needs to be signed and the first annual licence fee of £2,500 paid before the product can be promoted as holding Easy to Give™ Approved certification. Annual licence fees are then due on the subsequent anniversaries of the effective date of the agreement.

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Version 2 - January 2023
Please note that in order to keep the scheme simple to administer, we only offer a single global licence per product. This enables the same product to be marketed under different brand names in different markets under a single licence agreement. We will need these summarised in a schedule as part of the agreement. We will need to be notified of any changes to this schedule over time.

The Easy to Give™ certification is administered via iCatCare’s trading subsidiary, International Cat Care (Enterprises) Limited.

Please contact tony.cooke@icatcare.org for more information or to make a new application.