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**EXTENSION**

# Effective Veterinary-Client-Patient-Relationships

Rosslyn Biggs, DVM

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# Outline

- Oklahoma Rural Veterinary Status
- VCPR Statutory Definition and Responsibilities
- Veterinarian and Client Partnership



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# Veterinarian's Oath

Being admitted to the profession of veterinary medicine, I solemnly swear to use my scientific knowledge and skills for the benefit of society through the protection of animal health and welfare, the prevention and relief of animal suffering, the conservation of animal resources, the promotion of public health, and the advancement of medical knowledge.

I will practice my profession conscientiously, with dignity, and in keeping with the principles of veterinary medical ethics.

I accept as a lifelong obligation the continual improvement of my professional knowledge and competence.



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# Rural Veterinary Status

- Oklahoma Statistics NASS-2020
  - 2M Beef Cows
  - 5.2M Beef Cattle including calves
  - Average Herd Size 40 (2017 data)
- 2,070 Licensed Oklahoma DVMs
- Oklahoma USDA Accredited Category II DVMs
  - 483 Mixed/Food Animal



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# Rural Veterinary Status

- USDA NIFA Type II Shortage
  - 12 hours per week food animal
  - 34% of Oklahoma counties 2019
  - 48% of Oklahoma counties 2020





# Graduate Tracking: Classes of 2015-2019

- Food Animal/Mixed Animal
  - OSU Average 22.8%
  - National Average 16.02%



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# Oklahoma Veterinary Practice Act Definition

a. the licensed veterinarian has assumed the responsibility for making medical judgments regarding the health of an animal or animals and the need for medical treatment, and the client, owner or other caretaker has agreed to follow the instructions of the licensed veterinarian; and



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# Oklahoma Veterinary Practice Act Definition

b. there is sufficient knowledge of the animal or animals by the licensed veterinarian to initiate at least a general or preliminary diagnosis of the medical condition of the animal or animals in that:

1. the licensed veterinarian has recently seen or is personally acquainted with the keeping and care of the animal or animals, or
2. the licensed veterinarian has made medically necessary and timely visits to the premises where the animal or animals are kept or both, and



# Oklahoma Veterinary Practice Act Definition

c. the licensed veterinarian is readily available for follow-up in case of adverse reactions or failure of the regimen of therapy, or has arranged for emergency medical coverage, and



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# Oklahoma Veterinary Practice Act Definition

d. the licensed veterinarian's actions would conform to applicable federal law and regulations.



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# Relationship Development

- Team member
- Suitable to operation/practice
- Start before its an emergency
- Communication
  - Written
  - Virtual
  - Face-to-face
- Mutually beneficial
  - Profitability
  - Sustainability



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# Why Now More Than Ever?

- Animal health
- Animal well-being
- Regulatory requirements
- Consumer expectations
- Narrow margins



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# Animal Health

- Herd health protocols
  - Vaccines
  - Dewormers
  - Disease treatments
  - Medication selection and usage
  - Nutritional conditions
  - Genetics
  - Written and reviewed
- Biosecurity
- Emerging disease threats
- Herd health vs. Fire engine
- Emergency services
- Management strategies
- Record keeping



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# Treatment Protocol Plan



Date:

Type of Beef Animal:

Weight:

Disorder:

Indications for Treatment (symptoms of affected animals):

### **Primary Treatment**

Product/Active Ingredient:

Dose:

Route of Administration: Route

Duration/Frequency of Treatment:

Withdrawal Period:

Other Comments:

### **Secondary Treatment**

Product/Active Ingredient:

Dose:

Route of Administration: Route

Duration/Frequency of Treatment:

Withdrawal Period:

Other Comments:

Date of Protocol Review:

Veterinarian Contact Information:



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<http://beef.okstate.edu/obqa/oklahoma-beef-quality-assurance>



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# Animal Well-being

- Standards of care
- Management practices
- Treatment protocols
- Euthanasia protocols
- Program certifications



Picture courtesy: Katie Blunk, DVM



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# Regulatory Requirements



Picture courtesy: Katie Blunk, DVM

- Extra label drug usage
- Veterinary Feed Directive
- Antibiotic availability
- Food safety
- Animal disease traceability
- Trade
  - International
  - Interstate



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# Consumers Expectations



- Consumers
- Retailers
- Processors
- Willingness to pay
- Food safety
- Antibiotic stewardship



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# AABP-Recommended Critical VCPR Components-March 2020

- Have a Veterinarian of Record
- Maintain written agreements for working relationships
- Clarify any and all relationships with consultants and other veterinarians
- Provide written protocols
- Ensure written or electronic treatment records are maintained
- Provide drugs or prescriptions for specific time frames and for specific protocols





Questions?



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