

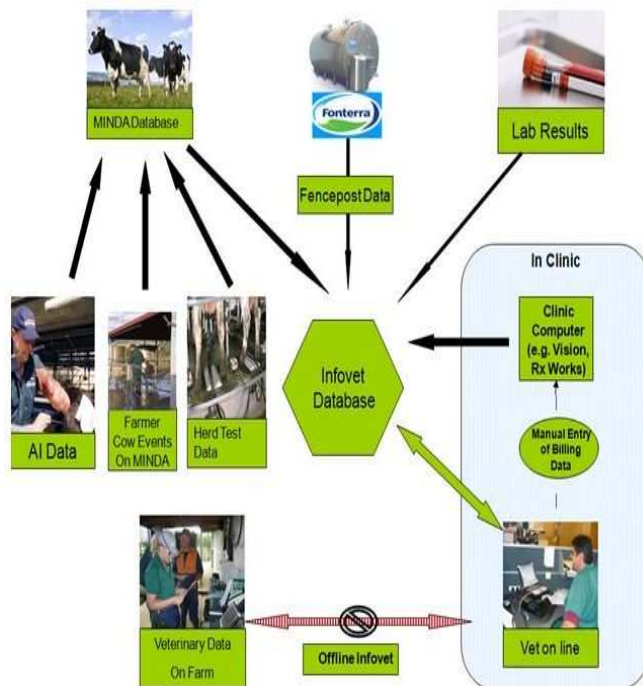
What is Infovet?

Infovet is a web based computer programme that pulls together in one place, data from a wide range of existing sources. **It allows you and your vet unparalleled access to data for sound, information based decision making.** Better decisions mean more cost-effective solutions for solving and preventing farm problems.

INFOVET allows low level data analysis to give an early indication of a problem (e.g. BMSCC alerts from Fencepost), or high level analysis to further define and help solve a problem (e.g. tying in with the InCalf Fertility Focus Report).

The end result is better animal health management for improved farm profitability.

Infovet Data Flow



Questions & answers

“Will my information be kept private?”

YES. No other party will be allowed access to your individual information unless you authorise this.

“What will it cost me?”

Currently there is no cost for Infovet. We anticipate there would be a modest cost towards the end of 2009. You will be fully notified before any charges were made to your account.

“Who developed Infovet?”

Infovet has been developed by a joint venture between Pfizer Animal Health NZ and Veterinary Enterprises Group, partly funded by the Government Foundation for Research, Science and Technology.

“Does this interfere with my existing herd recording?”

NO. Infovet receives information from MINDA, Fencepost or other providers, on a read only basis. The vet practice cannot alter your records.

Infovet and Your Farm

Infovet can give **immediate information** at vet visit for the **treatment of individual animals** because case histories, herd test data, mating dates and other information is immediately available – **just like when you are at the doctor.** Clear treatment and prescription instructions can be printed immediately.

Recording information such as pregnancy testing can be done “cowside” in a secure format. Information such as early pregnancy testing can be used for future calls (e.g. induction visits). Infovet can even print off an analysis of pregnancy testing results on farm, immediately after they have been entered.

Infovet can produce alerts when predetermined triggers have been reached such as elevated BSCC, specific disease incidence or low Submission Rate. This allows you and your vet to take prompt corrective action to limit the extent of the problem on your farm.

Electronic laboratory reports, veterinary reports, digital photos, in fact any file can be stored in Infovet – and the **data is absolutely safe**, and always backed up commercially. Your vet will find it much easier to write better and faster reports because the software helps to pull all the relevant information together quickly and easily.

Benchmarking your herd’s reproductive performance using the InCalf Fertility Focus Report can be done on Infovet. In the future more **benchmarks** will be available to assess performance and drive action. Benchmarks can be **localised, regionalised or nationalised.**

Infovet

Making information based medicine possible

What could this mean for me?

Peter Thompson was concerned about his mastitis problem. He thought the Dry Cow Therapy had not worked well; he had mastitis cases in the colostrum mob and a high cell count. He mentioned this to his vet Greg McNeil during a call.

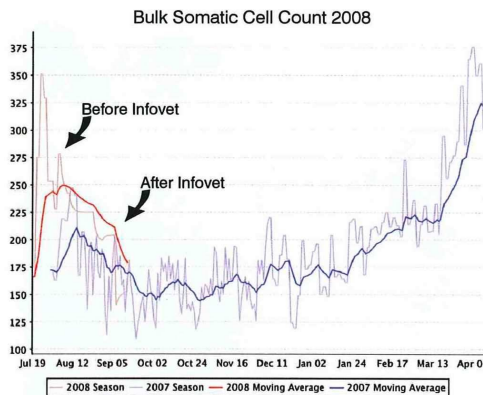
Fortunately Peter had signed up for Infovet and his herd manager was entering mastitis cases on their Protrack system. This meant that Peter could look up some key data on Infovet:

1. The BMSCC was higher than last year and was still climbing
 2. The mastitis occurred about 3-5 days into lactation
 3. Only heifers had mastitis at calving, not the mature cows
- This pointed to a milking machine/management issue.

A shed check was carried out by their vet the next day and confirmed teat end damage. Corrective action was taken, high cell count cows treated and the BMSCC tracked steadily down to a normal level.

The combination DCT/Teatseal at dry off had worked well. The key was recognising and correcting the milking machine issues.

If Peter and Greg had sat on the problem and not taken immediate action the costs would have run into many thousands of dollars. Easy and immediate data access through **Infovet** not only alerted them to the problem, it helped them quickly identify the correct cause, and deal with it.



Infovet offers you -

Better data on farm

- Vet access to individual cow data
- Laptops on farm to give immediate information - e.g. case notes, mating records

Alerts

- Personalised alerts can be set for your farm
- Notifies us as soon as there is an issue
- We can choose the alerts that suit you

Problem Solving

- Herd health analysis e.g. Mastitis & Lameness
- Ongoing monitoring for herd health programs

Data Security

- Everything backed up on the web
- Nothing ever lost
- Preg test, induction, treatment data secure and will never get lost

Benchmarking

- Compare with past years
- Potential to compare locally, regionally and nationally

What You Should Do Now

- Talk to your regular vet if you have any other questions
- Ring the clinic to complete sign up for Infovet
- Start recording your animal health records accurately if you have MINDAPRO – the more information that is available, the more helpful **Infovet** can be.

Clinic Details

Balclutha: 03 418 1280

Milton: 03 417 8032

Email: pbonini@cluthavets.co.nz

More information on our webpage:

www.cluthavets.co.nz



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management
for improved farm
profitability



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