

# VetIMPRESS

beyond the call

## VETERINARY INSIGHTS

From Medicalised Cattle Health and Performance Data

Vet Technician Daryl Foot from Synergy Farm Health explains why they trust and rely on VetIMPRESS to help control lameness on the farms in their practice.

### CASE STUDY

Synergy Farm Health Ltd



## Lameness Management Solution

### The VetIMPRESS Solution

VetIMPRESS supplied Synergy Farm Health with a complete solution to aid lameness recording on farms. The VetIMPRESS solution now enables Synergy to collect mobility scoring, foot trimming and body condition scoring data quickly and efficiently. The solution simplifies the data capture process, helps identify cows to be trimmed, provides a detailed history of each animal and allows Synergy to produce reports easily.

### Easier Data Collection

"With VetIMPRESS you enter the cow ID, press one button to collate all the data needed and then you can move on to the next cow; so its quicker to use along with being easier." When our team first used VetIMPRESS they would come back from a farm visit and say "Wow, I'd never go back to the old program."

For me personally when you are working with animals it can be stressful at times.

## FIRST IMPRESSIONS: "WOW, I'D NEVER GO BACK TO THE OLD PROGRAM."

### Benefits of VetIMPRESS

VetIMPRESS acquires and aggregates fragmented animal data, presenting it on a single platform to support evidence-based decisions. Daryl continues: "The biggest benefit we have found is being able to access a full and detailed animal history. VetIMPRESS is constantly updated and has the most recent data from BCMS and NMR. This is especially useful if you are on a farm and nobody is around as you can view the animal's history and quite often see if she is in calf or identify if a routine trim is needed. This ensures data is driving appropriate cows to be treated. The other useful feature of VetIMPRESS is that it has both ear tag and freeze band information connected to the animal history, so everything is linked."

With VetIMPRESS I have one less thing to worry about, which means that I have a better day really."

### Enhanced Reporting Capabilities

"A lot of our farmers have gone over to email, so it is useful that we can instantly send a report at the end of our visit and it goes off to the farmer. Our customers are getting a better insight into their herds performance and what has been carried out during our visit. As the reports are in one central place, when it comes to an inspection, the farmer can go on to their own computer and quickly print these reports, saving us and the farmer a great deal of time."

### Would You Recommend VetIMPRESS?

I would recommend VetIMPRESS. It is quick and easy to use and has so many features that enhance the lameness service we offer to our clients.

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"For me personally when you are working with animals it can be stressful at times. With VetIMPRESS I have one less thing to worry about."

Daryl Foot, Synergy Farm Health

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Fiona Dolan DrMedVet, MRCVS and Founder of Freedom Veterinary Advisory Services shares her experience of VetIMPRESS in maintaining animal health through monitoring of production and health data.

### CASE STUDY

Freedom Veterinary Advisory Services



## Proactive Veterinary Support

### Robust Data Management

Having prior experience using VetIMPRESS, Freedom Veterinary needed a robust data management system. Fiona explains: "When I started my own practice, I realised I needed a recording system. VetIMPRESS data is centralised, lab results come through, it has BCMS records, milk recording data and provides the facility to record visits directly on my tablet. I can enter production data as well as calf health monitoring data. These are my areas of focus and therefore VetIMPRESS was my first port of call. It is ideal for the needs of my practice."

VetIMPRESS provides useful insights from data that enable me to support farmers profitability and enhance animal health. It is easy and efficient for me to collect data for farmers and instantly provide them with insights and reports. We can review the situation on the farm, and it gives me the opportunity to engage with farmers. My farm clients are impressed with how I can record information and then quickly produce a chart at the end of a visit."

### Preventative Approach

VetIMPRESS has helped Freedom Veterinary take a preventative approach on farms.

## "VETIMPRESS PROVIDES USEFUL INSIGHTS THAT ENABLE ME TO SUPPORT FARMERS PROFITABILITY"

### Benefits of VetIMPRESS for Freedom Veterinary?

From the beginning, Freedom Veterinary had an expectation of how VetIMPRESS would assist in their vision to safeguard animal health through efficient monitoring of production and health data. "In my previous role in practice I found the more I got involved with everything on the farm, the better things tended to go. However, for vets it can be challenging to monitor and review data, be on farm for routine visits or testing and always be available to see sick animals."

Fiona adds: "Some farmers are not quite on board with veterinary health planning, and often have a focus on clinical work instead. With VetIMPRESS, I can demonstrate why it is beneficial to look at data. From the farmers perspective, it is not only about animal health and welfare, it is about managing a profitable farm. With VetIMPRESS, we can monitor if everything is on-track and easily identify the best time to intervene with the aim that health and profitability are both maximised."

"Some farmers are not quite on board with veterinary health planning. With VetIMPRESS, I can clearly demonstrate why it is beneficial to look at data."

Fiona Dolan, Freedom Veterinary Advisory Services

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## VETERINARY INSIGHTS

From Medicalised Cattle Health and Performance Data

Lee-Anne Oliver BVM&S Cert AVP (cattle)(sheep)MRCVS shares her experience of introducing VetIMPRESS to improve data on beef herds and creating a practice USP by providing farmers with insights from data.

### CASE STUDY The Fold Farm Vets



#### THE FOLD FARM VETS

The Fold Farm Vets was established in 2021 as an independent farm only practice. Formerly Fold Farm Vets made the farm department of Scott Mitchell Associates, delivering veterinary services since 2001.

Based in North East England, they specialise predominantly in beef herds. In 2010, the practice (Scott Mitchell Associates) made it compulsory that every client had an annual herd health review. Using software which they found to be clunky and time consuming, they returned to manual data input on spreadsheets. Introducing VetIMPRESS has enabled the practice to increase engagement with farm clients by providing a higher level of insight from data.

## Beef Fertility Solution

### Providing Access To Suckler Data

Explaining why VetIMPRESS is useful for beef herds Lee-Anne explains: "With suckler farms, there isn't the same data you would find with dairy farms. We used spreadsheets to manage data and analyse basic production parameters but with VetIMPRESS we have the animals on our tablet from BCMS, we can look up their individual information and record more data. We also use the system to manage herd Vaccination programs and to charge the work done on farm."

Now, instead of being able to tell the farmer if a cow is in calf or not, we can tell if she has not calved for some time and engage the farmer in a discussion. With suckler farms, you don't see cows as regularly as a dairy farm, so instant access to information is very valuable."

### Improving Farm Profitability

"Identifying problems is important. Recently, I was scanning and capturing condition scores. We ran a session report, and a lot of cows were empty.

**"THERE IS NO OTHER PROGRAMME AVAILABLE THAT ANALYSES DATA TO THE SAME DEGREE"**

### Farmer Engagement

Lee-Anne continues: "When we first arrive with a tablet the farmer can be hesitant but when we produce a report summarising the data gathered during our visit; farmers absolutely love it. There is no other programme available that analyses data to the same degree. With VetIMPRESS, we can give the farmer predicted calving dates and calving to conception intervals, which is incredibly useful.

### Understanding The Farm Situation

VetIMPRESS allows vets to better understand a farm with access to insights from cattle health and performance data. "When we PD suckler cows, the more we know about a farm and can tell a farmer about his animals, the more we can make change on that unit. With VetIMPRESS, we access the cows entire breeding history, something we would never have had before.

The farmer immediately thought the bull was infertile. When we looked at the report (see below), it was clear the PD negative cows had low body condition scores whilst the PD positive cows had higher scores. That type of insight is something we would never have had before VetIMPRESS, it helps us add value to the service we provide, and our farmers recognise the value we bring to their farm.



**"That type of insight is something we would never have had before VetIMPRESS, it helps us add value to the service we provide and our farmers recognise the value the vet brings to their farm."**

Lee-Anne Oliver, The Fold, Farm Vets

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## VETERINARY INSIGHTS

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Owain Jenkins BSc, BVSc, DBR, MRCVS, Large Animal Clinical Director of Delaware Veterinary Group describes why they trust VetIMPRESS and how it helps the practice implement better farm decisions using insights from data.

### CASE STUDY Delaware Veterinary Group



## Data Management Solution

### The VetIMPRESS Solution

VetIMPRESS enables Delaware Veterinary Group to access data at farm and animal level. Owain explains: "VetIMPRESS provides a central place where all information is collected and reports are generated. We initially used the tool for our lameness services but two or three years ago I started using it for fertility visits, recording information and gaining insights about the state of the cow. There was a real need for it, we were dealing with many data sources and trying to integrate them all."

### Better Service Provision

"With VetIMPRESS our farm clients receive a more precise service from us as vets; we are making decisions based on data and doing the right interventions at the right time. A good example is identifying animals that may not be economically viable to continue in the herd. Having insight that an animal is too old or too far in a lactation to continue is now readily available before we start on an expensive treatment program for the farmer. With informed decisions, we can demonstrate the value of our services and the farmer understands we are interested in the herd."



Delaware Veterinary Group has been serving the farming community in South Somerset for over 100 years. With a team of 6 experienced large animal vets, including 1 Advanced Practitioner with additional qualifications in cattle health and reproduction. Delaware believe a proactive approach to fertility management and disease prevention is essential for healthy, efficient and profitable herds.

The practice first introduced VetIMPRESS for foot trimming and mobility scoring services over 4 years ago. Having quickly realised the benefits, Delaware Veterinary Group now use the platform across the farm animal team for routine fertility visits, clinical recording, diary management, billing, Antimicrobial Usage (AMU) and vet spend reporting.

**"WITH VETIMPRESS OUR FARM CLIENTS RECEIVE A MORE PRECISE SERVICE FROM US AS VETS"**

### Benefits of VetIMPRESS

VetIMPRESS integrates information from a range of sources such as government records, milk processors, laboratories, on-farm IT systems and farm service providers to provide the most complete picture of cow and herd health. Owain continues: "VetIMPRESS gives me more confidence when treating animals as I have their history in my hand and on farms where data isn't freely available, it helps to avoid mistakes. Before VetIMPRESS I had to stop what I was doing to find the information or the decision would have been made without having all the facts. I can now make data-informed decisions quickly and easily."

### AMU and Vet Spend Reporting

VetIMPRESS enables Delaware to report on AMU and vet spend in minutes, rather than hours. Owain continues: "Antibiotic use reports are instant, you don't need to do all the leg work. It's ready to go and in a format that looks impressive to the farmer. Vet spend reports are useful for discussions with clients. When conversations with farm clients turn to veterinary costs it helps highlight where they spend their money. It helps us show the farmer they could spend a little more on vet time, reduce medicine cost and use that data then to monitor progression."

### Would You Recommend VetIMPRESS?

Definitely, the readily available data ensures we provide the highest quality of care.

**"VetIMPRESS gives me more confidence when treating animals as I have their history in my hand."**

Owain Jenkins, Delaware Veterinary Group

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