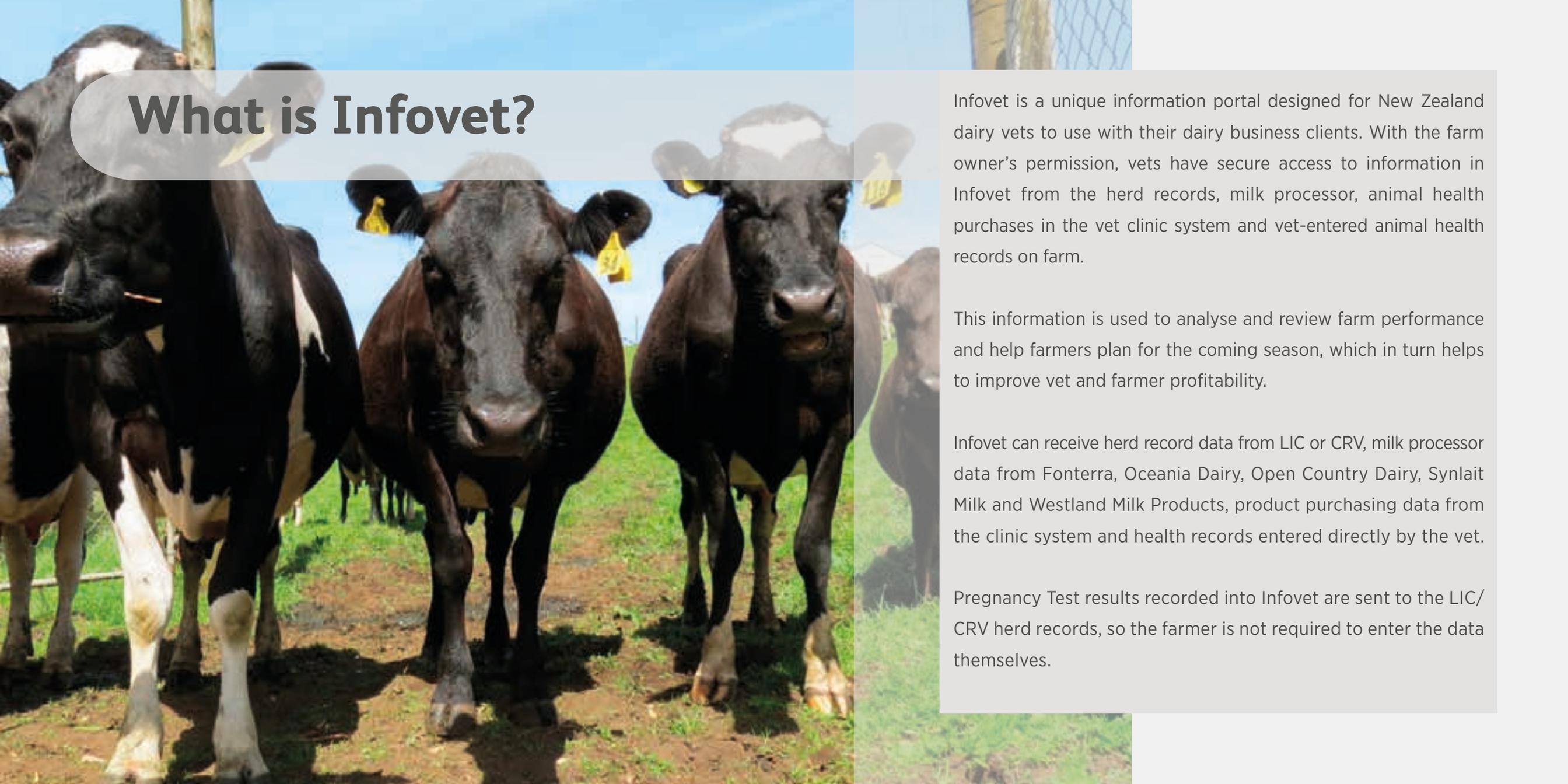




Information Management for Veterinarians





What is Infovet?

Infovet is a unique information portal designed for New Zealand dairy vets to use with their dairy business clients. With the farm owner's permission, vets have secure access to information in Infovet from the herd records, milk processor, animal health purchases in the vet clinic system and vet-entered animal health records on farm.

This information is used to analyse and review farm performance and help farmers plan for the coming season, which in turn helps to improve vet and farmer profitability.

Infovet can receive herd record data from LIC or CRV, milk processor data from Fonterra, Oceania Dairy, Open Country Dairy, Synlait Milk and Westland Milk Products, product purchasing data from the clinic system and health records entered directly by the vet.

Pregnancy Test results recorded into Infovet are sent to the LIC/CRV herd records, so the farmer is not required to enter the data themselves.



How will Infovet benefit your clinic?

Infovet enables vets to quickly and accurately record herd data in clinic and on farm using specialised recording modules including Pregnancy Testing, Non Cycling Cows, Body Condition Scoring and Tail Scoring.

Most other common health event types can also be recorded with ease. The data can then be used in conjunction with other herd, production and purchase data to review and analyse the farm's performance and help the farmer plan for next season.

Analyses are easy to complete, and can be presented on screen, and exported to Excel, Word or PDF to include in farmer's reports etc.

Infovet facilitates the provision of services to farm clients e.g. quarterly body condition scoring and reproduction/mastitis consultancy.

What analyses are available in Infovet?

Infovet analyses focus on reproduction and mastitis however the reporting area also enables analysis of body condition scoring, herd production and health events recorded by the vet. New analyses are introduced to the system on an ongoing basis in response to industry requirements and interest. Available analysis categories are:

Body Condition Scoring/Tail Scoring

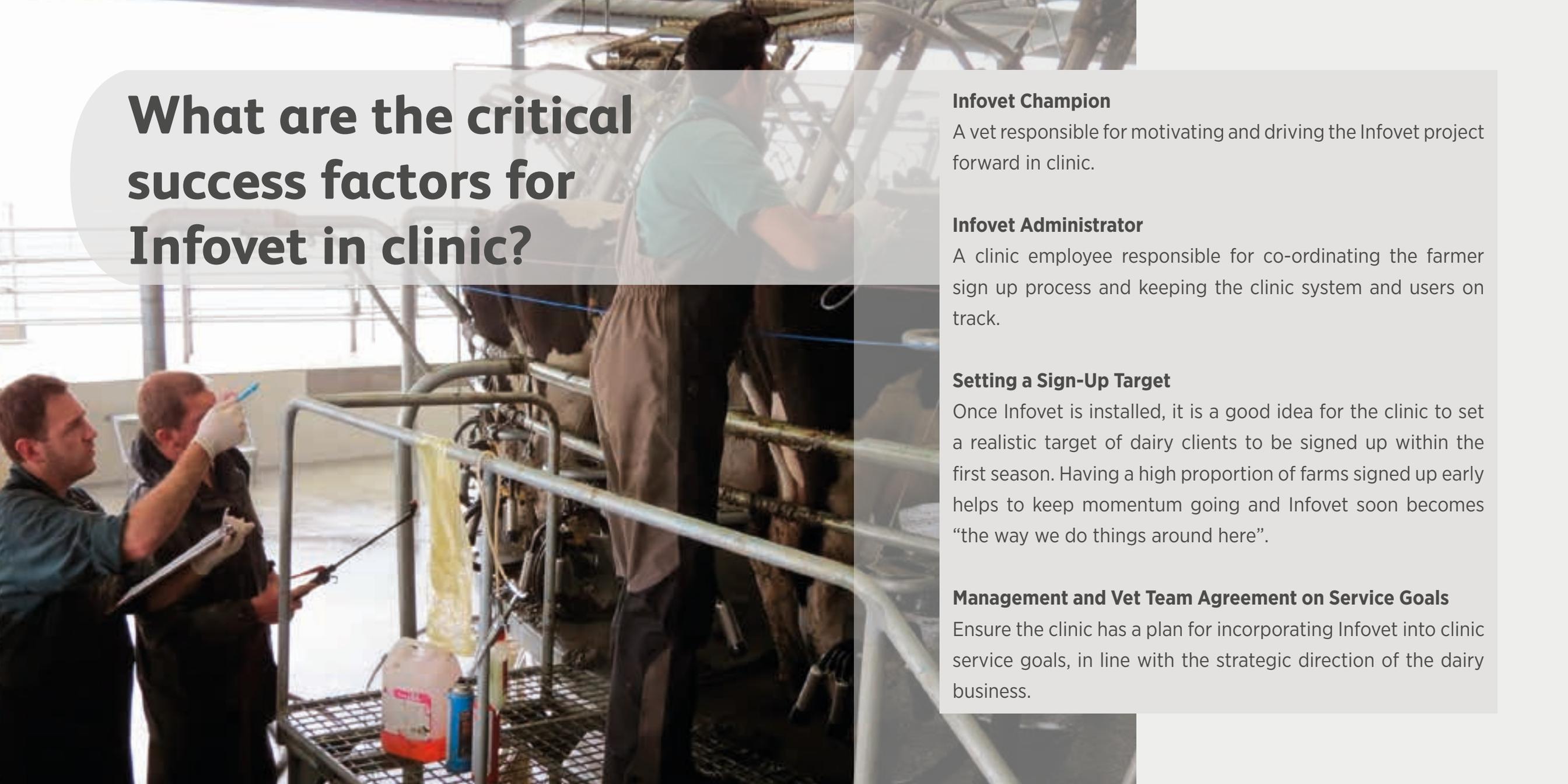
Health event incidence

Milk production

Reproduction

Mastitis including product purchase analysis

Benchmarking for Mastitis and Reproduction



What are the critical success factors for Infovets in clinic?

Infovets Champion

A vet responsible for motivating and driving the Infovets project forward in clinic.

Infovets Administrator

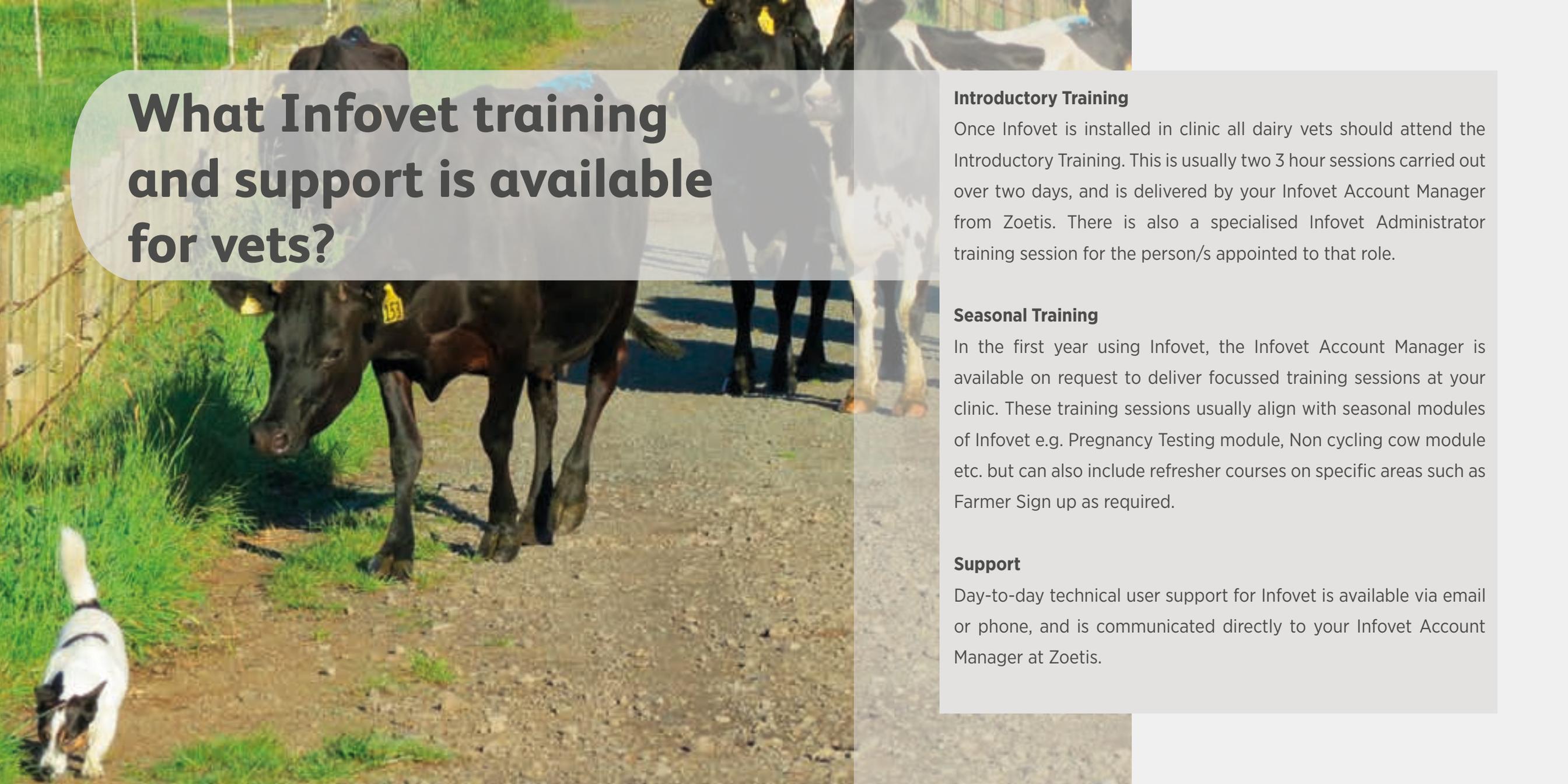
A clinic employee responsible for co-ordinating the farmer sign up process and keeping the clinic system and users on track.

Setting a Sign-Up Target

Once Infovets is installed, it is a good idea for the clinic to set a realistic target of dairy clients to be signed up within the first season. Having a high proportion of farms signed up early helps to keep momentum going and Infovets soon becomes “the way we do things around here”.

Management and Vet Team Agreement on Service Goals

Ensure the clinic has a plan for incorporating Infovets into clinic service goals, in line with the strategic direction of the dairy business.



What Infovet training and support is available for vets?

Introductory Training

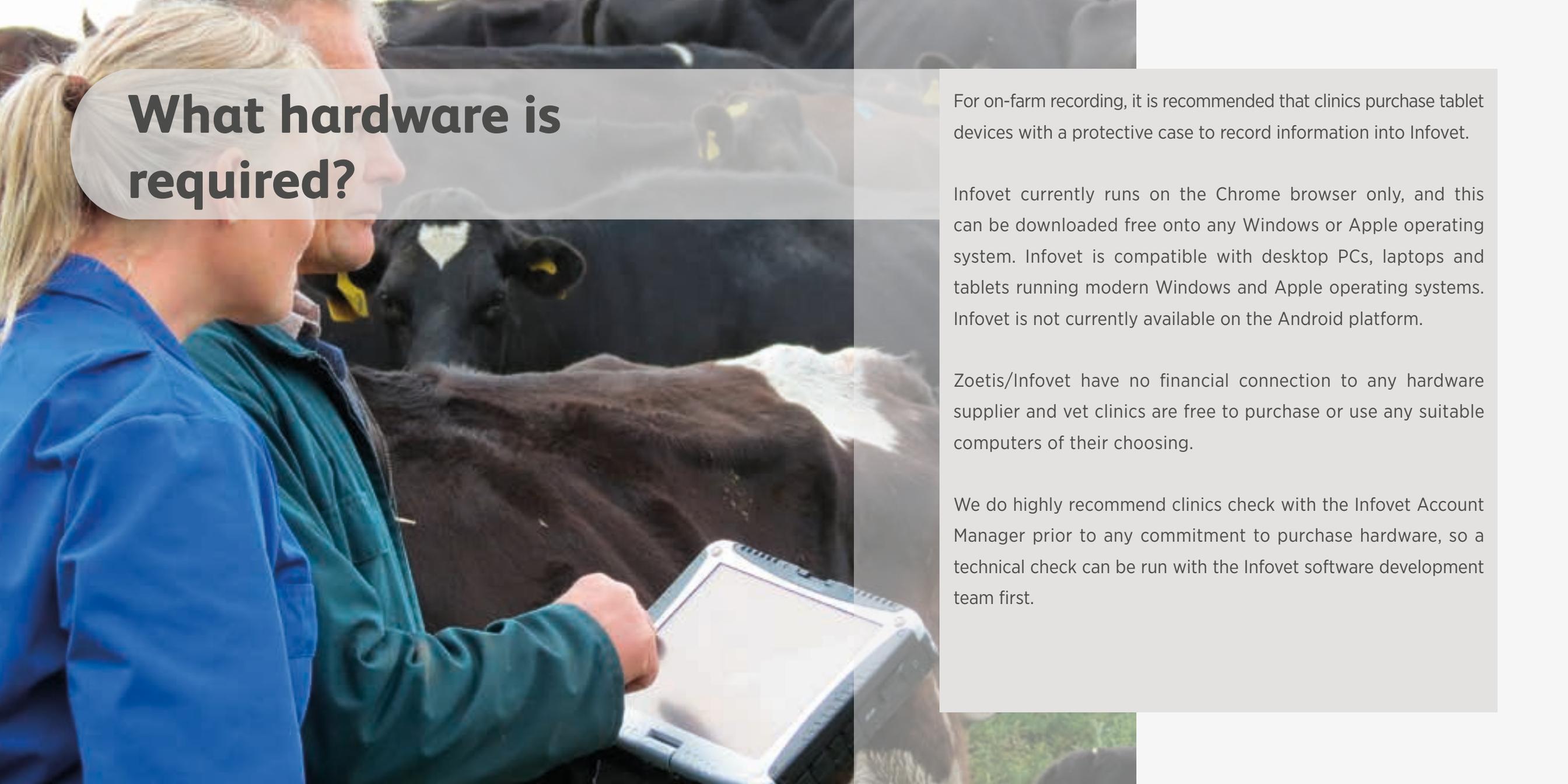
Once Infovet is installed in clinic all dairy vets should attend the Introductory Training. This is usually two 3 hour sessions carried out over two days, and is delivered by your Infovet Account Manager from Zoetis. There is also a specialised Infovet Administrator training session for the person/s appointed to that role.

Seasonal Training

In the first year using Infovet, the Infovet Account Manager is available on request to deliver focussed training sessions at your clinic. These training sessions usually align with seasonal modules of Infovet e.g. Pregnancy Testing module, Non cycling cow module etc. but can also include refresher courses on specific areas such as Farmer Sign up as required.

Support

Day-to-day technical user support for Infovet is available via email or phone, and is communicated directly to your Infovet Account Manager at Zoetis.

A woman with blonde hair in a ponytail, wearing a blue jacket, and a man in a green jacket are looking at a tablet computer. They are in a farm setting with several black cows in the background. The tablet is held by the man and displays a white screen. The background is slightly blurred, showing the heads and ears of the cows.

What hardware is required?

For on-farm recording, it is recommended that clinics purchase tablet devices with a protective case to record information into Infovets.

Infovets currently runs on the Chrome browser only, and this can be downloaded free onto any Windows or Apple operating system. Infovets is compatible with desktop PCs, laptops and tablets running modern Windows and Apple operating systems. Infovets is not currently available on the Android platform.

Zoetis/Infovets have no financial connection to any hardware supplier and vet clinics are free to purchase or use any suitable computers of their choosing.

We do highly recommend clinics check with the Infovets Account Manager prior to any commitment to purchase hardware, so a technical check can be run with the Infovets software development team first.

What is the pricing structure for Infovet?

Infovet pricing is structured as follows:

Implementation Fee

One-off fee to cover integration with the clinic system, Infovet account set up and on-site Vet and Administrator training.

Clinic Fee

Monthly fee to the clinic.

Vet User Fee

Monthly fee per vet user. This is calculated on the number of FTE dairy vets that will be using the system.

Herd Fee

Monthly fee per each herd assigned to a clinic's Infovet database. Once a herd is signed up to Infovet, the monthly herd fee will be incurred for the remainder of the current season.

Testimonial

Krispin Kannan • Dairy Veterinarian • VetEnt Te Awamutu

“Infovet is the complete information management package; from its use out on farm during pregnancy testing, body condition scoring, and non-cyclers, to its use in-clinic for the analysis of our client’s reproduction, mastitis, body condition and milk production data.

Infovet allows us to provide a higher level of service to our clients at the touch of a button.”



Testimonial



Mat O'Sullivan • Dairy Veterinarian • Vet Centre Oamaru

“We have been using Infovets for about five years in our practice now. It has become an integral part of our business. Over 90% of our client base are signed up and of those, 90% are doing an aged pregnancy test with Infovets. Foetal aging of your client's cows is the cornerstone of further reproductive work and cements your position as your client's chief advisor in this area.

Regular Body Condition Scoring using Infovets is the best way to get on farm and discuss reproduction and the wider areas of animal health and nutrition on a monthly or seasonal basis.

It also provides a platform for report writing which is easy to charge. Our clients demand information to make decisions - not just around reproduction but also mastitis. The more we present information to our clients, the more they are encouraged to record it into their records. Our milk quality consults are now a truly rewarding exercise for both parties.”

If you would like more information on Infovet please contact your Infovet team:

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