

Herd Health Planning for veterinarians using on-farm automated monitoring systems: an effectual marketing pilot study

Liz Cresswell¹, Monica Miravalle¹, Monika Ptaszynska-Sutton¹

INTRODUCTION

Automated behavior monitoring systems (ABMS) are an example of on-farm monitoring technologies which measure behaviours (e.g. rumination, activity) to provide insights that help farmers to make decisions related to cattle health and reproduction. The data they produce provide opportunities for veterinarians to add value to these insights, yet feedback indicated variability in veterinary engagement with on-farm monitoring technologies.

OBJECTIVE

To employ an effectual marketing strategy to gain feedback on a new service which trains veterinarians in optimising the use of data insights produced by an ABMS (SenseHub™ Dairy, MSD Animal Health) for them to use the data as part of their routine herd health planning.

MATERIALS AND METHODS

Effectual marketing is a strategy used to actively learn from a market and inform future operations. It was employed to pilot this new service with eight dairy veterinarians and nominated farmers.

The ABMS (Sensehub™ Dairy) is a cattle monitoring system which uses real-time rumination, activity, eating and milk data to produce insights that can be used to make decisions regarding reproduction, health, nutrition and milk production.

The service was piloted in three parts:

1. Herd information was collected from the farmer using a Data Collection Form (DCF).
2. The vet undertook a bespoke training session of Sensehub™ Dairy with a Veterinary Advisor [MSD Animal Health]. Using the DCF, data insights produced by the ABMS were used to create 3-5 herd health action points.
3. The vet, trainer and farmer reviewed the training and agreed a timeframe for achieving the specified actions.

Real-time feedback was recorded and thematic analysis used to analyse the results of the pilot study. Feedback was coded and categorised by theme ('category codes').

Three main feedback themes were identified to inform the future development of a new service, which brings vets and farmers together using the data insights produced by an on-farm automated monitoring system.



To download this paper, scan the QR code!

RESULTS

- ▶ Three main themes were identified:
 - 1) Identifying the most useful data insights for improving herd health
 - 2) What the service needs to be/do, and
 - 3) How the service affects the role of the veterinarian.
- ▶ Feedback will be used to inform the development of the service and develop supporting materials. To the authors' knowledge this is first pilot study of a service which trains veterinarians in optimising the use of data insights produced by an on-farm monitoring technology in herd health planning.

FIG 1. Service feedback themes. Category codes listed in order of frequency of mention by participants.

Improving herd health	Needs of the service	Role of the veterinarian
1 Fertility gains	1 Early veterinary involvement	1 Changed medicine purchasing habits
2 Improving submission rate	2 Providing SOPs	2 Reducing emergency calls
3 Transition management	3 Understanding programme interoperability	3 Providing remote support
4 Group management	4 Providing an evidence base	4 Involving other consultants
5 Calving management	5 Resolving technical issues	

AUTHORS' AFFILIATION

1. MSD Animal Health, Walton Manor, Milton Keynes, United Kingdom MK7 7AJ.

MSD Animal Health

Copyright © 2024 Merck & Co., Inc., Rahway, NJ, USA and its affiliates. All rights reserved. GL-SOT-220700002

Abstract number: 1037.