SQPs & Vets
Common Goals

• Mark Proctor BVSc MRCVS
• Farm Partner Willows Vet Group
• Managing Director Beeston Animal Health
  Tarporley Cheshire
Willows Vet Business profile

• 1962 - 2 man farm practice
  2014 - 60 vets, 20 centres and 250 staff

• 14 Farm vets from 4 centres
  80% Dairy  10% Beef  5% Sheep 5% Avian

• 5 Equine vets “Ashbrook Equine Hospital “

• 41 Small animal vets inc Referral centre
Beeston Animal Health
Est. 1994

• 4 R-SQP’s and 5 E-SQP’s work at 1 centre
• Animal Health Medicines a priority
• Feeds and sundries as a service
• Online presence: 3 VMD Accredited sites

PetFleas.co.uk
for all your flea, worming and animal health needs
Where we were...
Where we could have been...
“Differentiate or die”

Jack Trout (Trout and partners, Marketeers) 
Institute of Directors, November 2003

“If you do not have a difference, you’d better have a great price”

“State the difference in your business...a specialist has weapons, generalists are weak”
Joint aims

• Collaborative
• Respectful of new legislation
• Best medicinal practice
• Informative
• Protecting farmers’ or clients’ interests
• Commercially aware
What our SQPs say…

“My relationship with Willows & other local vets is excellent.

Daily contact often includes relaying product information, farm histories, bulk milk test antibody results and in-house FEC results both pre and post worming.

Increasingly we discuss blood mineral test results to consider what boluses or drenches are suitable and what available mg’s are delivered daily.

Flock/herd health plans are created with vet, SQP and client all interacting together.”

Mark Pass, Gold R-SQP and “Elanco Farm SQP of the Year 2013”
What our vets say...
Ben Pedley  BVSc MRCVS

“Having qualified and experienced SQPs in our organisation is a tremendous asset.

We can direct farmers to our SQPs, or the vets can seek the right advice from our SQPs and relay it back to clients.

Sometimes, SQPs ask advice from our vets about emerging diseases, or just ring to hear what’s going on ‘in the field’.

It’s a joined-up team approach which sets us apart from many neighbouring practices, but more importantly, ensures the best advice and treatment is given to clients and animals under our care”
What our clients say..

**John Archer** – Dairy Farmer of the Year finalist 2005
900 cows - Spring & Autumn calving herds

“We have a fantastic relationship with our SQP, Mark, he’s become an integral part of our business. We can always rely on him to get an answer .. and fast!

He organizes advice, spec sheets, prices, volume discounts, delivery and invoicing. Bi-annually, we blood and liver test our cows for mineral deficiency. The results are discussed with Mark and our vets. Mark then sets out all the possible options, including prices, and between us we decide which bolus to use. Typically, the drug will be on farm the next day.”
“At Beeston Animal Health, Mark Pass has now become part of my farm's health planning team…..

He provides me with clear and comprehensive worming strategies for all my stock.

Our relationship has now evolved to such an extent that I now email my routine herd health test results for him to comment on and develop or amend my health plan.”
Main joint advice areas
Cheshire - Dairy Cows & young stock

- Fluke treatment regimes
- Worming
- Trace elements
- Foot-bathing
- Mastitis, Dairy hygiene & Fly control
- Vaccinations – POM V and VPS

Plenty of scope here to involve each other in Herd Health plans etc…
Fluke

- Recent EU legislative changes
- Complex life cycle
- Timing of treatment re: lifecycle
- Varied withdrawal times
- Farmer education needed
- Herd and Flock Health plans must be correct for quality assurance & profit!

A real co-operative opportunity!
# Flukicides Authorized For Use in Cattle During Lactation or Dry Period

<table>
<thead>
<tr>
<th>Active Ingredient</th>
<th>Admin. Route</th>
<th>Milk Withdrawal</th>
<th>Meat Withdrawal</th>
<th>Treats / Stages</th>
</tr>
</thead>
<tbody>
<tr>
<td>Oxyclozanide</td>
<td>Oral Drench</td>
<td>Zero Days</td>
<td>14 Days</td>
<td>12 Week Adults only</td>
</tr>
<tr>
<td>Oxyclozanide</td>
<td>Oral Drench</td>
<td>72 Hours</td>
<td>28 Days</td>
<td>12 Week Adults only</td>
</tr>
<tr>
<td>Albendazole</td>
<td>Oral Drench</td>
<td>60 Hours</td>
<td>14 Days</td>
<td>12 Week Adults only</td>
</tr>
</tbody>
</table>

All Of The Above Plus Products Authorized For Use ONLY During The Dry Period

<table>
<thead>
<tr>
<th>Active Ingredient</th>
<th>Admin. Route</th>
<th>Milk Withdrawal</th>
<th>Meat Withdrawal</th>
<th>Treats / Stages</th>
</tr>
</thead>
<tbody>
<tr>
<td>Triclabendazole</td>
<td>Oral Drench</td>
<td>50 Days</td>
<td>52 Days</td>
<td>Down To 2 Weeks old</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>ie: Early Immatures</td>
</tr>
<tr>
<td>Clorsulon &amp;</td>
<td>S/C Injection</td>
<td>60 Days</td>
<td>66 Days</td>
<td>12 Week Adults only</td>
</tr>
<tr>
<td>Ivermectin</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
# Products Authorized ONLY For Use In Pregnant Maiden Dairy Heifers

<table>
<thead>
<tr>
<th>Active Ingredient</th>
<th>Admin. Route</th>
<th>Milk Withdrawal</th>
<th>Meat Withdrawal</th>
<th>Treats / Stages</th>
</tr>
</thead>
<tbody>
<tr>
<td>Nitroxynil</td>
<td>S/C Injection</td>
<td>Do Not Use During The Last trimester (3 months) of FIRST Pregnancy</td>
<td>60 Days</td>
<td>Down To 6 Weeks old</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>ie: Immatures</td>
</tr>
<tr>
<td>Triclabendazole</td>
<td>Oral Drench</td>
<td>Do Not Use In Cattle Of any age intended to produce milk for Human consumption</td>
<td>56 Days</td>
<td>Down To 2 Weeks old</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>ie: Early Immatures</td>
</tr>
<tr>
<td>Triclabendazole &amp;</td>
<td>Oral Drench</td>
<td></td>
<td>56 Days</td>
<td>Down To 2 Weeks old</td>
</tr>
<tr>
<td>Levamisole</td>
<td></td>
<td></td>
<td></td>
<td>ie: Early Immatures</td>
</tr>
<tr>
<td>Oxyclozanide &amp;</td>
<td>Oral Drench</td>
<td>Do Not Use During The Last Half of pregnancy</td>
<td>5 Days</td>
<td>12 Week Adults only</td>
</tr>
<tr>
<td>Levamisole</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Closantel &amp;</td>
<td>Pour-On</td>
<td>Do Not Use During The Last trimester (3 months) of FIRST Pregnancy</td>
<td>28 Days</td>
<td>Down To 7 Weeks old</td>
</tr>
<tr>
<td>Ivermectin</td>
<td></td>
<td></td>
<td></td>
<td>ie: Late Immatures</td>
</tr>
</tbody>
</table>
‘New Zealand’ Dairy system

• Attention to detail - seek marginal gains
• Calving all cows and heifers in 3 months
• Preventative medicine crucial
• Blood tests & Liver biopsies for minerals
• Timing of vaccinations
• Worm & Fluke control vital
• Aiming for <10% empty rate
• Vets & SQP involvement huge especially if client has both Spring & Autumn calving herds
<table>
<thead>
<tr>
<th>Month</th>
<th>Event</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jan</td>
<td>Spring Calving Period</td>
<td>Oxyclozanide Autumn calvers</td>
</tr>
<tr>
<td>Feb</td>
<td>Serve Spring calvers</td>
<td>Lepto Primary course all heifers</td>
</tr>
<tr>
<td>Mar</td>
<td>Blackleg vaccine course.</td>
<td></td>
</tr>
<tr>
<td>Apr</td>
<td>Serve Spring calvers</td>
<td>IBR &amp; Lepto boost ALL cows. Autoworm YS</td>
</tr>
<tr>
<td>May</td>
<td>Blackleg vaccine course.</td>
<td></td>
</tr>
<tr>
<td>Jun</td>
<td>TBZ &amp; worm Dry cows. 1st BVD YS</td>
<td></td>
</tr>
<tr>
<td>Jul</td>
<td>Autumn Calving period</td>
<td>Fly control. Mag Bullets? 2nd BVD YS</td>
</tr>
<tr>
<td>Aug</td>
<td>BVD Boost autumn calving cows</td>
<td></td>
</tr>
<tr>
<td>Sep</td>
<td>YS Mineral bolus +/- Bloods.</td>
<td></td>
</tr>
<tr>
<td>Oct</td>
<td>Serve Autumn calvers</td>
<td>Rota/Corona/E.Coli vaccine Dry cows</td>
</tr>
<tr>
<td>Nov</td>
<td>SERVE AUTUMN CALVERS</td>
<td>IBR live 6 mth booster. BVD boost Spring calvers Worm &amp; TBZ heifers &amp; dry cows. Rota vaccine to Spring calvers</td>
</tr>
</tbody>
</table>

Example of Batch calving dairy farmers treatment year – simplified!

A lot to fit in ..!
Other Active areas

Beef, Sheep, Goats & Smallholders

- Vet may only attend
  6 times per year (if lucky)

Avian (Backyard, Game, Pigeon)

- Vet may never attend
  SQP feeds back requests to
  Avian vet.

Excellent scope for SQPs to involve the vet
here to mutual benefit
Sheep POM V meetings involvement

The Willows Veterinary Group and Beeston Animal Health invite you to a

Sheep Farmers Meeting

The Blue Cap, Sandiway, Northwich CW8 2DN
Wednesday 11th July 7.30pm

The following talks will be given by Simon Hunt of Novartis and Vets from the Willows Veterinary Group.

**Zolvix**

The sheep anthelmintic from Novartis Animal Health: How does it fit in with SCOPS guidelines and how it can increase the profitability of your sheep through resistance management control.

**Worm Life Cycles**

Which worms are relevant at what time of year, and what and when to treat with.

Special offers on the night, including competitions and prizes galore to be won

Hot and cold buffet. Tea, coffee and a PINT!

RSVP: Willows Vets on 01606 723200 or Beeston Animal Health on 01829 261361

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Beeston Animal Health & Willows Farm Vets
Sheep a real mutual growth area...

- Flock Parasite plan discussion with SQP
- Includes Pre & Post worming FEC checks
- “In refugia” education
- Interrogation & discussion suggests POM V?
- Contact Vet on Monepantel/Ab-Derquantel use
- Flukicide choice could depend on vet input
  Eg: Livers from abattoir, FEC for Fluke, Bloods or ‘Coproantigen’ Elisa tests
Joint POM V meetings

Introducing SBV VACCINE
Hosted by Willows Vet Group and supported by Beeston Animal Health and MSD
Venue is The Blue Cap, Sandiway, Cheshire
Tuesday 16th July 7.00pm for 7.30pm
Refreshments and Supper provided

RSVP to Sandy on 01606 773200 or Register at 01629 261361 by Friday 13th July

...hosted by Willows, supported by Beeston...
Hands on Practical Demos

Willows Veterinary Group & Beeston Animal Health

Invites you to an on-farm Drench Demo meeting on: Wednesday 27th November 2013 for 11.30am at: Burwardsley Hall Farm, Burwardsley, Tattenhall, Chester.
DIY Artificial Insemination
Professional Cattle Foot Trimming
3 Day Herdsman Dutch Foot Trimming Course
Cattle Foot Trimming Grinding Course
Best Practice Using Veterinary Medicine On Farm
Practical Calf Management Lambing Workshop

All advertised at Beeston Animal Health

Beeston Animal Health & Willows Farm Vets
Equine co-operation with “Ashbrook Equine Hospital”

Eg: First Aid & Joint supplements
Beeston Animal Health

...often involved at Equine Client clinical meetings.

Alongside Ashbrook Equine team

Equine Evening

The Wild Boar Hotel, Whitchurch Road, Beeston, Tarporley, Cheshire, CW6 9NW.
Wednesday 30th March
Supper 7.00pm for 7.30pm start.

Featuring a presentation on
‘Introducing Strangles & Stress in Horses’
by Kerry Comb EVNS CERT EPVM
&
‘Colic in horses’
by Kerry Comb EVNS CERT EPVM & Chris Bradley EVNS EVPM

BEESTON ANIMAL HEALTH
Will be giving special offers on various products on the night...

There will be an interval for refreshments free of charge
Donations at this time will go to a Horseworld Charity. Charity Number 1099206.

Please ring Mark Page or Helen Read if attending
on 01829 261361
or Mark on 07548 677 752
or Ashbrook Equine Hospital on 01565 723 030

Strangles and Colic
Dear all

The next XLVet region 3 support staff meeting is kindly being organised by Vicky at Wright & Morten. It is designed for farm focused support staff however anyone in your practice who may benefit from the meeting content is invited and welcome to attend.

‘SQP points available’

Date: Wednesday 10th July 2013

Venue: Somerford Park Farm
       Somerford
       Congleton
       Cheshire
       CW12 4SW

Time: 10.30am

10.30 Arrive at the Somerford Park Clinic - Refreshments
11.00 Tour of the Somerford Park Clinic
11.30 Talk with Bridget Taylor – Medicines: How to help our clients use them safely and effectively
12.30 Lunch
13.00 Workshop with Dewi from Boehringer on “Personality Types and how this drives our Behaviour and Communication styles”
2.30 Finish

If you would like to attend, please contact Vicky on 0845 8330034, or drop her an email tb@wmvets.co.uk with your name, practice, contact details and any specific dietary requirements no later than Wednesday 3rd July 2013.

Meeting kindly sponsored by Boehringer

Boehringer Ingelheim
# Commercial awareness

## Treatment League Table

<table>
<thead>
<tr>
<th>Product</th>
<th>Pack</th>
<th>Interval</th>
<th>Client Cost per dose</th>
<th>Client Cost per week</th>
</tr>
</thead>
<tbody>
<tr>
<td>Straight ML Pour ons</td>
<td>600Kg Weeks</td>
<td>per dose</td>
<td>per week</td>
<td></td>
</tr>
<tr>
<td>Product A</td>
<td>2.5L 5</td>
<td>5.10</td>
<td>1.02</td>
<td></td>
</tr>
<tr>
<td>Product B</td>
<td>3L 8</td>
<td>3.90</td>
<td>0.49</td>
<td></td>
</tr>
<tr>
<td>Product C</td>
<td>2.5L 5</td>
<td>1.32</td>
<td>0.26</td>
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<tr>
<td>Product D</td>
<td>2.5L 9</td>
<td>3.65</td>
<td>0.41</td>
<td></td>
</tr>
<tr>
<td>Product E</td>
<td>2.5L 5</td>
<td>1.57</td>
<td>0.31</td>
<td></td>
</tr>
<tr>
<td>Product F</td>
<td>2.5L 5</td>
<td>0.95</td>
<td>0.19</td>
<td></td>
</tr>
</tbody>
</table>

Shared software in use for comparative pricing
Opportunities past & present

• Add value with our differentiated approach

• Education on **ALL** Resistance - POM ‘V’ & ‘VPS’

• POM V status for anthelmintics such as Zolvix & Startect means co-operation is essential

• Category change: Rota/Corona/E.Coli & Lepto vaccines – our SQPs were ready to go!
Achievements

• Gold Std SQPs with added vet “osmosis”

• Complex disease & treatment regimes integrated
• Sheep Flock plans – standard raised
• Own Laboratory facilities available

• One stop pick up centre for clients
• Dairy contracts & quality assurance safeguarded
• Highest dispensing standards
• Sharing of legislation awareness

• Commercial value added plus shared costs
Congratulations to Mark Pass

Elanco Farm SQP of the year

Mark Pass from Beeston Animal Health has had huge success winning the title of Farm SQP of the year award and finishing runner up in the Customer Care category. The award ceremony took place on 23rd October, at the London Marriott County Hall overlooking Westminster Bridge and the London Eye.

What is an SQP?
A Suitably Qualified Person (SQP) is an animal medicines advisor, a legal category of professionally qualified persons who are entitled to prescribe and/or supply certain veterinary medicines under the Veterinary Medicines Regulations.

It is the duty of an SQP to ensure that the statutory requirements in respect of the prescription and/or supply of certain veterinary medicines are respected, advising on choice of medicine and their safe and effective use. There are currently over 5600 SQPs in the UK and Mark Pass is one of the very best.

Mark displayed a strong understanding of the industry and the challenges it faces over the next few years, judges said, coupled with the belief that the industry needed to co-operate for mutual benefit. The judges also liked the way he was very careful to ensure customers understood his advice and went away with a clear understanding of the solutions he proposed.

An excellent contender in all respects, the judges said. Mark offered a very good set of testimonials in support of his customer service that demonstrated his on-going commitment to learning at every stage.

With the ever changing rules and regulations regarding drug use in farm animals and the increasing issues of fluke and wormer resistance on farms it is crucial that you get the right advice and use the right products at the right time for good health, welfare and productivity.

Mark has established that he is the very best in delivering this to our clients and we are delighted that he has received these prestigious awards. Well done Mark!
Challenges

• Expectation now v. high – Standard set!

• Maintain safe prescribing & dispensing. Respect ethical boundaries between Vets and SQPs

• Ensure Vets remain engaged on POM VPS front.
Client/Vet /SQP Communication

- Intranet
- Social media
- Dropbox – file sharing?
- Website Fact sheets
- CPD Sharing Vets & SQPs
- Shows/Meetings

Beeston Animal Health & Willows Farm Vets
Stumbling blocks!

- Insurance – Vet Defence Society

- Look out for snakes, unfamiliar territory & inexperience!

- Drenching injuries
The Times they are a changing!

- New vet schools
- TB testing changes
- Consolidation of the Veterinary profession
Our Industry Challenge
SQPs, Vets & Suppliers

• Choose appropriate medicines – evidence based
• Make Resistance a priority…SCOPS
• Work for our clients’ best interests
• Education, education, education …
• Protect our UK distribution system together
• Manufacturers reward responsible behaviour!

Thanks for listening!

Beeston Animal Health & Willows Farm Vets