

Only one herd experienced a lower number of calls after starting a herd health program (Herd B).

There is one other aspect of our change which was of economic interest. We attempted to estimate an adjusted net income for the contract herd health herds and compared it to the similar figure for other herds not on contract herd health. We deducted only the expenses for car, drugs and equipment from our gross income to arrive at what we have arbitrarily called the adjusted net income. In 1967-1968 we had an adjusted net income of 63% of gross income from our dairy clients not on

herd health. In the same year from the herds on contract herd health programs we realized an adjusted net income of 71%.

Table 6
Adjusted Net Income* As % of Gross Income

From	Herd Health Clients	Other Dairy Clients
1967-1968	71%	63%

*Adjusted Net Income = Gross Income – Expenses for car, drugs, and equipment.

Three-Man Dairy Practice

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A. Three Man Practice

1. Primarily Dairy Oriented - some horse, beef cattle, etc.
2. Work closely on programmed basis with about 25 dairies. Size 150-3,000 head.
3. Also respond to calls from time to time on about another 60 dairies.
4. Spend about 60% on programmed work, i.e., infertility, mastitis control, calf programs, etc.

B. How did we get into herd work?

1. Primary interest when practice was developed.
2. Education of clients and results.

C. What extra preparation did we do?

1. Familiarization with dairy economics, management, contacts with other veterinarians, short courses, reading and experience.
2. Keep individual file on each dairy containing lab work, statistical analysis information on monitoring systems we use for various phases of herd programmed work, i.e.,
 - a. Fertility programs - keep graphs and figures on: days open, calving interval, semen usage, HRS, FSC, 24 day trial.
 - b. Mastitis control: tank sample records; graphs on herd evaluation (composite samples - %SA, %MX %SE); quarters

treated/100 quarters; culture and sensitivity records; graphs and equipment evaluation records.

- c. Calf programs: total calving/mo.; number of calves born dead; total deaths 30 days; total deaths 60-90 days; vaccination schedules; lab reports; etc. Also do a lot of comparing between herds in order to learn what works best.

- d. Record of present feeding program for lactating cows and dry cows.

3. Developed working relationship with creameries, public health, feed companies, equipment people, etc. Have formed CVDHG.

D. How does herd programming fit into our practice in relationship to emergencies?

1. Try to keep one man free most of time for emergencies.
2. Herd work takes priority.
3. Set up most day to day calls in the afternoon.

E. How do we charge?

1. One dairy on contract - mostly \$25 per hour plus drugs.
2. Small item drugs have a 40% mark-up. Large bulk 10%. Encourage use of best buy—wherever that may be. Must be good quality and something they really need.