

**An approach to bovine health that is better for the producer, the cattle and the consumer.**

## **PREVENTION WORKS.**



**Prevention is a common sense approach to protecting the production capability of an individual animal, a group of animals or a diversified animal agricultural operation.**

**Prevention seeks to maintain the normal state of health which, in turn, maintains the production capability of the individual animal.**

**Boehringer Ingelheim Vetmedica, Inc., believes there is a different way to enhance wellness beyond simply treating problems as they surface.**

**Prevention will improve overall herd health well beyond simple vaccination protocols.**

**It also includes:**

- **evaluating and improving nutritional inputs**
- **establishing procedures and protocols**
- **monitoring environmental factors**

**These all lead to healthier, more productive animals.**

**BIVI is dedicated to research and development in order to provide new and unique solutions for improved cattle production. Our long term investment in manufacturing facilities, expanded production, and a focus on biologicals ensures that BIVI will provide tools you need, when you need them.**

**Disease prevention is important to you, the producer and BIVI.**

**Prevention truly is the best medicine.**

**PREVENTION WORKS.**

**LOGIC 1**  
Disease Level: No disease.

**LOGIC 2**  
Disease Level: Hidden (subclinical)  
signs of disease.

**LOGIC 3**  
Disease Level: Obvious (clinical)  
signs of disease.

**LOGIC 4**  
Disease Level: Chronic and/or  
debilitating symptoms.



Maintain a healthy herd through assessment of disease risk; prevent disease in individual populations of animals.



Respond to hidden (subclinical) disease before significant morbidity and economic loss occur within a population or before subclinical disease progresses to become clinical disease in an individual animal.



Treat obvious (clinical) disease in individual groups of animals to restore function, reduce disease-related complications, address animal welfare concerns, and prevent the disease from becoming chronic.



Cull and/or humanely euthanize animals that are nonresponsive to therapy, chronically debilitated by disease, or impose serious risk of disease to other animals in the population.

Not every farm or animal will be at Prevention Logic 1. Prevention is a never-ending process, requiring adjustments along the way. Always work with your local or herd veterinarian to identify the best protocol for your operation. At right are some examples of steps you could take to improve herd health through Prevention Logic.

**Intervention Examples at Logic 2:**

- Identify affected animals if possible and those animals most likely to be affected.
- Give booster vaccinations.
- Isolate affected animals.
- Make nutritional changes if necessary.

**Intervention Examples at Logic 3:**

- Treat disease condition of individual animals with antimicrobials or ancillary therapy.
- Hospitalize animals.
- Provide a highly palatable feed.
- Move animals to a convalescent pasture or pen.

**Intervention Examples at Logic 4:**

- Cull disease carriers or chronically diseased animals with salvage value.
- Humanely euthanize.

PREVENTION WORKS.

Prevention Logic is a trademark of Boehringer Ingelheim Vetmedica, Inc.

# Sound Byte

CHECK-OFF & ECHO NOTES

Identify if Boehringer Ingelheim Vetmedica, Inc., sales representative has visited the practice recently.

**(Dr., has your Boehringer Ingelheim Vetmedica, Inc., rep been in to see you in the past 10 days?)**

If Yes – review understanding and benefits  
If No – Discuss/Review topics

### Confidence

Historically disease prevention has been the best medicine. With that in mind, we believe there is a different way to look at herd health beyond simply treating problems as they surface.

### Invitation (neutral)

Let me show you how BVI has aligned their product lines with this disease prevention mindset.

### It's the customer's decision

Then you can decide which of your producers would be receptive to having the Prevention Logic conversation.