

2019 Veterinary Science CDE Team Activity

The roll of the veterinarian, and the Veterinary-Client-Patient Relationship (VCPR), in using antibiotics in livestock responsibly.

At Convention:

You work for a mixed animal practice with four veterinarians and twenty-five support staff.

Last week one of your largest beef cattle customers made headlines in the news for “misleading” customers about raising organic beef. This client is a responsible producer who uses antibiotics judiciously and only on animals exhibiting sickness. The local newspaper has contacted your clinic for a statement. As a result of this headline your veterinary team feels empowered to help stop negative news.

Work with your team to create a response to the journalist and a plan to help create positive media for responsible livestock producers.