

## Creating Partnerships

# Partnership Pathways

The Veterinarian-Client-Patient (VCPR)  
Relationship Mystery

### MODULE 2 STUDY GUIDE



# The Veterinarian-Client-Patient (VCPR) Relationship Mystery



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## Extended Systems



The screenshot displays a news website with several articles. The top navigation bar includes 'Open Access', 'Review', 'OXFORD ACADEMIC', 'Journals', and 'Books'. A sidebar on the right lists categories like 'Food Safety', 'Recalls & Public Health Alerts', 'Food Safety Status', 'Foodborne Illness and Disease', 'Safe Food Handling and Preparation', and 'Food Defense and Emergency'. The main content area features several headlines:

- Rational Pharmacology: Drug Residues in Eggs** by Lucila Canton
- Special Report: Powerful antibiotic for cows often misused by farmers** by Michael Erman, Brian Grov
- Los Angeles Times: Cheating Scandal Grinds Up Image of Junior Livestock Shows: Morality: Young competitors' methods include drugs, dyes, glue, plastic surgery, even brutality. Youths beat lamb to harden its flesh. Boy force-fed water to a hog to boost weight; it died.**
- FSIS Issues Public Health Alert for Ground Beef Products That Tested Positive for E. Coli O157:H7**
- Recall: Illegal Drug in Food Safety**
- Recall: Nourishment LLC Recalls Beef Burger Patty Products Without Benefit of Inspection**
- Sampling, Testing and Other Verification under the National Residue Program for Poultry Products - Revision 3**



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# Why Do I Need to Set Up a VCPR?



- State/Federally Mandated **and** Consumer Demanded
  - DVM licensure jeopardized with non-compliance
  - Antimicrobial resistance
  - Food supply residues from withdrawal non-compliance
  - Industry(ies) expectations
  - Interest group(s) expectations
    - Veterinary oversight for animal health, well-being, and wholesome food supply
      - *An individual to hold accountable*
    - Consumer confidence ("*wheels of the industry*")
    - Local, regional, global marketing



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# What is a VCPR?



- Foundation for interaction among DVMs
- DVM/client/animal(s) bonded to diagnose/treat medical conditions
  - Clinical judgments
  - Accept responsibility
- Knowledge of the patient(s) means
  - Timely visits to facility where animals live
  - Examining representative animals and/or
    - Medical records (yours)
    - Diagnostic results (baseline/subsequent)
    - Production records
    - Consults with personnel providing care



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# What a VCPR Isn't



- Established solely via telephonic, virtual, or telemedical platforms
- Texas State Board of Veterinary Medical Examiners website post:  
*"The statute and rule on telemedicine allow for veterinarians to provide care via telemedicine to existing patients. **However, a veterinarian client patient relationship may not be established solely through telemedicine.** There is no written guidance on how often a veterinarian must see an animal to maintain the valid client-patient relationship. During these times, we encourage our licensees to use their best judgment and use telemedicine where they can to meet the needs of their clients and patients."*



# Return on Your Investment (ROI)



- Access to services offered by your veterinarian requiring a VCPR
- United relationship growing into a partnership allowing veterinarian to help improve profitability
- VCPR commitment states the DVM is readily available to provide or has provided follow-up medical care in the event of an adverse reaction to or a failure of the regimen of therapy provided by the veterinarian
- "Not a relationship that disappears with the taillights of the vehicle"



# VCPR Starter Checklist



- A VCPR exists when your veterinarian knows your animal(s) well enough to justify to him/herself, you/your business, and DVM regulators reasons for diagnosing or treating medical conditions
- Your contribution allows your veterinarian to take responsibility for making clinical judgements about animal health and well-being
- What to expect with a VCPR
  - Might require on-site visits
  - Might require asking questions to ensure shared understanding of pertinent topics concerning animal health and following your veterinarian's recommendations (compliance piece)



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## Be Candid



- Scheduling site visits require clear and direct dialogue for Vet inventory stocking, daily scheduling, and the VCPR relationship
  - *"I just figured you always carried xyz in your truck, Doc."*
- Depending on your location, it might be an advantage to establish a VCPR with more than one veterinary practice
  - *It's okay to disclose with your primary-care veterinarian your intent to establish a Plan B relationship.*



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## What is My Veterinarian Looking at When Setting Up a VCPR?



- Purpose of initial premises visit
  - Emergency assistance
  - Non-emergent assistance
  - Requested prescription for suspected individual or population illness
  - VCPR-focused
  - Other
- Experience of personnel
  - Compliance
  - May require modification of preventive or therapeutic recommendations to achieve compliance



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## Premises Assessment



- Animal husbandry
  - Biosecurity
  - Preventive health
  - Nutrition
  - Housing
  - Stocking density
  - Confinement space
- Facilities
  - Processing/restraint
  - Isolation/treatment



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# Understanding the Operational Goals



- Primary/supplemental income
- Merchandising strategy of product
- Integrated status of production
- Property tax benefit
- Recreational
- In some situations, writing a standard operating procedures and routine drug orders for your farm inventory



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# True Stories



*Goats died after receiving 10X recommended dose of Multimin (injectable vitamin labeled for use in cattle) prescribed by a DVM to client with a valid VCPR. The goats were owned by another party that the VCPR client shared the product. The product was originally prescribed to the client 3 years prior to the event.*

*DVM had an established VCPR with a client and provided a Certificate of Veterinary Inspection (CVI or Health Certificate) on some livestock, without recent inspection of the consigned group, for interstate shipment. On arriving at the destination, the animals were recognized as diseased. Resulting litigation impacted the VCPR client and the DVM. Oh, the disease was confirmed to be zoonotic which is a potential threat to both animals and humans.*



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# True Stories



*DVM on premises performing vaccinations for heifer calves of VCPR client. The steer mates to the heifers in adjoining pen of the corrals caught the attention of the veterinarian. The DVM is very familiar with client and livestock enterprise, well-established relationship over time. DVM provided CVI five days later for these steer mates consigned to a feedyard without returning to examine the consignment. The VCPR relationship provided the veterinarian's recent visual assessment of the steers while on the premises. The familiarity/trust/competence level of the client and livestock management capabilities ensured confidence for the DVM providing the CVI.*



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# True Stories



It's all about the relationship and trust between parties. You might have relationships with people you trust to loan tools handed down from your parent. Other folks you know you wouldn't be comfortable loaning a crowbar. You might feel comfortable loaning your cookware or dressy clothes to someone you know. Others might not return it in the same condition or might not return the items at all. You probably trust and follow advice from some relationships more than others. **This is how the VCPR performs.**



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# As You May Know



- The FDA will change the status of most antimicrobial drugs from over-the-counter (OTC) to prescription (Rx) use only
- June 12, 2023
  - *Guidance for Industry #263 goes into effect*
  - <https://www.fda.gov/regulatory-information/search-fda-guidance-documents/cvm-gfi-263-recommendations-sponsors-medically-important-antimicrobial-drugs-approved-use-animals/>
  - ***If you have a valid VCPR, you will be able to get a prescription from your veterinarian to purchase antimicrobials from them or a distributor***
    - Many of these products have long been available at your local co-op and farm supply
    - Applies to all food supply species and horses, pet rabbits, backyard chickens
  - Included: penicillin, sulfa-based drugs, boluses, intramammary mastitis tubes
  - LA-200, Bio-Mycin, Terramycin among others



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# State/Federally Mandated, Consumer Demanded



- According to the Centers for Disease Control and Prevention (CDC), in the United States alone, at least 2 million people become infected annually with bacteria that are resistant to antibiotics. At least 23,000 people die each year as a result of these infections. The non-therapeutic use of antimicrobial drugs in animals that enter the food supply contributes to this problem, the CDC says.
- The FDA supports judicious use of medically important antimicrobials in all settings. "Labeling changes as a result of GFI #263 are one example of how we can assist farmers and ranchers to strengthen their stewardship efforts when using these drugs," FDA notes. (Learn more here: [GFI #263: Frequently Asked Questions for Farmers and ... - FDA](#))



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# Things to Consider



- Some products will remain available for OTC purchase
- Some anti-parasitics
- Injectable and oral nutritional supplements
- Oral pro/prebiotics
- Topical non-antibiotic treatments
- If you have a VCPR you're unlikely to notice much of an impact on livestock management practices



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## Questions?



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# THE VETERINARIAN-CLIENT-PATIENT RELATIONSHIP (VCPR)

is the basis for veterinary care –  
and is critical to the health of your animal



### Establishing this important relationship requires all of the following:

1. The licensed veterinarian has assumed the responsibility for making medical judgments regarding the health of the patient(s) and the need for medical therapy, and has instructed the client on a course of appropriate therapy.
2. The veterinarian has sufficient knowledge of the patient(s) to initiate at least a general or preliminary diagnosis of their medical condition.
3. The client has agreed to follow the veterinarian's recommendations.
4. The veterinarian is readily available for follow-up evaluation, or has arranged for emergency or urgent care coverage, or has designated continuing care and treatment to another licensed veterinarian who has access to the patient's medical records and/or can provide reasonable and appropriate medical care.
5. The veterinarian provides oversight of treatment.
6. The veterinarian has performed a timely physical examination of the patient(s) and/or is personally acquainted with their keeping and care by virtue of medically appropriate and timely visits to the operation where they are kept.
7. Patient records are maintained.

Adapted from guidelines provided by the AVMA:

<https://www.avma.org/resources-tools/pet-owners/petcare/veterinarian-client-patient-relationship-vcpr>



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