



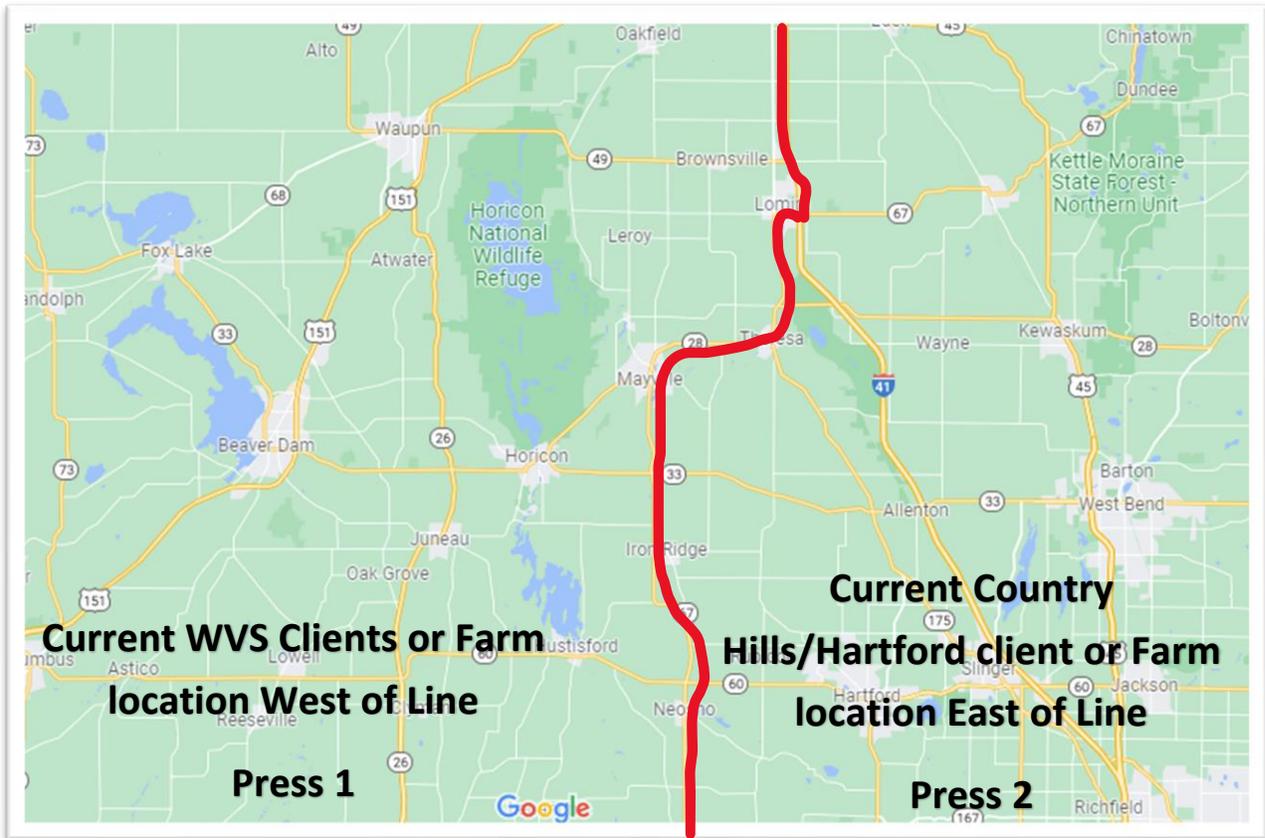
JANUARY 2022 NEWSLETTER

The new year has brought a host of changes at Waupun Veterinary Services.

The office staff really have their hands full. We appreciate your patience.

- Four veterinarians from Country Hills Animal Health, Dr. Mark Sosalla, Dr. Tom Hintz, Dr. Mike Munger, and Dr. Jackie Diedrich have joined our practice. This means there will be lots of new faces, more trucks using inventory, more invoices for the office to process, and more clients calling in the morning.
 - During the week we have increased staffing during the morning to hopefully make the transition smoother for our clients.
 - We have two doctors on call on nights and weekends because of the practice size. We are dividing the practice between east and west for emergencies. More on this further in the newsletter.
- Dr. Jerry Gaska from Columbus has joined our practice and is helping Monday and Tuesday mornings with herd healths.
- Pat Medema is going to be reducing her hours after 15 years and turning responsibilities over to Brianna Westhuis. This is a process. Pat isn't as old as I am, but she's catching up to me and she sure works harder than I do.
- Two veterinarians from Hartford retired and could not find young veterinarians to take over their practice. A number of their clients have reached out to us and we want to welcome them.
 - The office staff has a lot of new names and voices to remember. The veterinarians have a lot of new addresses to remember.
- We tried to plan for all the contingencies, but there will be problems. Who would have known that it can take two weeks to shift a phone number from one company to another?
- We are currently interviewing a lot of prospective new graduates. We hope to hire three veterinarians in the spring. We have been advertising for 5 months for an experienced veterinarian. We had one Michigan State grad interview that we really liked but tragically he died two days after we interviewed him.
- **New phone system and emergency coverage**
 - When you call either the Waupun Vet phone number (920-324-3831) or the Country Hills phone number you will get a voice prompt asking you to choose either the office, the blood lab or the milk lab.
 - **During office hours, if you need an appointment, want to place a drop ship order, or speak with the front desk Press 1. If you want to talk to the blood lab, Press 2. If you want to talk to the milk lab Press 3.**
 - All three phones will have voicemail capabilities so you can leave messages for the labs or ask for a call back in the rare case the front office is overwhelmed with calls. There will be two people answering the front desk phones.
 - **During emergency hours the voice prompt will ask you to choose either the east or west part of the practice. 1 for West, 2 for East.**
 - **We have divided the practice in half, west and east with the following line - starting north of Oshkosh, highway 49 south to Lomira, then highway 67 south. This places the majority of Country Hills clients in the East along with the Hartford clients, and it places the majority of the Waupun Vet clients in the west.**
 - **Basically, if you were an old Waupun Vet client, press 1. If you are a Country Hills or Hartford client press 2**
 - Both 920-324-3831 and 920-322-3333 should work

Emergency Hours Map



These changes are indicative of a changing landscape that is affecting both farming and veterinary medicine. Farmers can't find help, just like our practice struggles to find veterinarians. 99% of the farms we work on are a lot bigger than they were 44 years ago when I graduated from veterinary school with the prison milking 100 cows and the next largest farm milking 60 cows. The Hartford veterinary clinic couldn't give their practice away. The veterinarian that died shortly after we interviewed him had very few clients left and was planning on giving his practice to his only associate.

45 years ago I worked every other night and every other weekend. That isn't something any new veterinary graduates are willing to do. Dr. Kolby left our practice after six years and his plan is to do herd health calls, milking equipment analysis, and never work weekends or nights. Dr. Cass is leaving for a really great job in the industry working four days a week: again, no nights and weekends.

We are attempting to position our practice and the Country Hills practice that joined us so that our clients receive the best service possible including emergency coverage. In some respects, we all hate businesses that are big. But by searching for more veterinarians, we can hire the best candidates coming out of vet school, offer more diverging views and specialization, and if they move on, there is less of a bump in our services with the loss.

In 1978 driving 15 miles from the vet clinic was a long way to run a call. There were two veterinarians. If it would have stayed at two, it would now be none. Today we have clients that are 50 miles away. We try to teach clients how to do more emergencies themselves, but we realize there are individual limitations. We still run milk fevers and pull calves, and for small producers and hobby farmers everything is a new event, we understand.

We always like input on how we can improve services and help you out. Through all the change, our mission remains steadfast:

"To Provide innovative and compassionate veterinary medical care and consulting services for progressive livestock producers that improves animal health and producer profitability".