

DECODING THE BARRIERS AND FACILITATORS OF VETERINARY TELEMEDICINE IN LIVESTOCK PRODUCTION

EAAP 2024 – Florence

Ana GUINTARD, Lucile LEFEVRE, Sébastien ASSIE,
Maxime DELSART, Nikky MILLAR



Veterinary Telemedicine: What, Why and How ?



Veterinary Telemedicine: What, Why and How ?

Definition

Interest for animal care

Identifying barriers and facilitators



WHO 1998 :

- Use of digital communication technologies to provide remote medical consultations and procedures
- Extension of medical services



France :

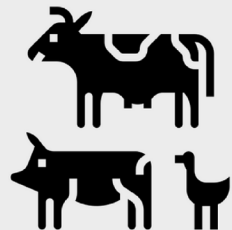
- Legal regulation since 2009.
- Widespread adoption – legal framework and technological advancements

Veterinary Telemedicine: What, Why and How ?

Definition

Interest for
animal care

Identifying barriers
and facilitators



France :

- Growing interest catalyzed by the COVID-19 pandemic
- Key benefits:
- No legal framework – only a 2 years experimentation phase

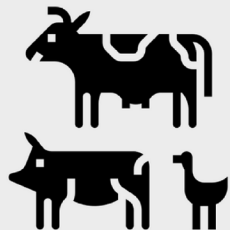


Veterinary Telemedicine: What, Why and How ?

Definition

Interest for
animal care

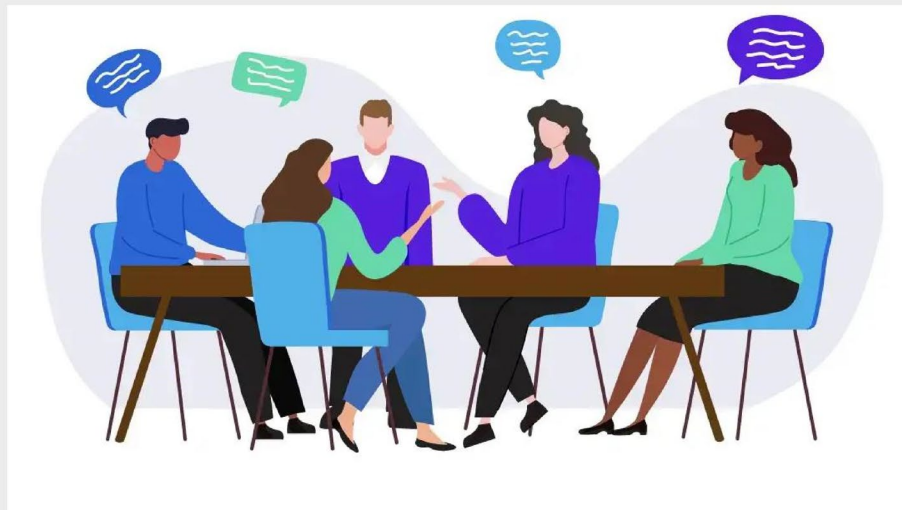
Identifying barriers
and facilitators



France :

- Lack of legal framework : requires a deep understanding of **barriers and facilitators**
- Aim of our study : gather insights from both farmers and veterinarians
- Perspective : understand the dynamics to facilitate the integration of telemedecine in veterinary practices, enhancing animal health management

Experimental Setup and Procedures



4 focus groups:

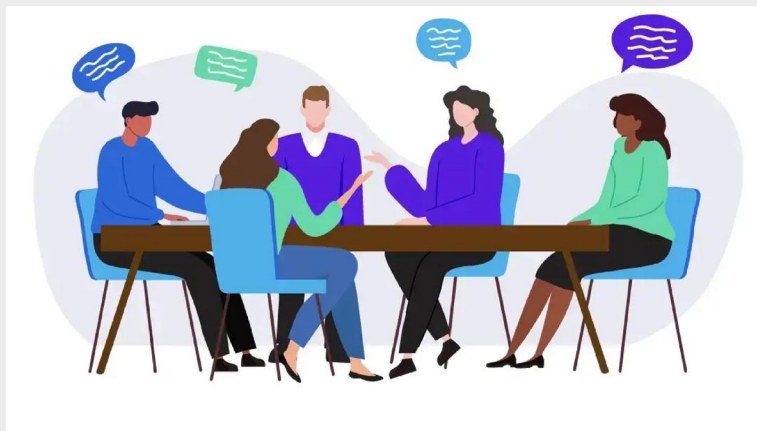
- Bovine (dairy & suckler) **farmers / veterinarians**
- Monogastric (poultry & swine) **farmers / veterinarians**

4 to 8 participants + 2 animators + 1 or 2 experts

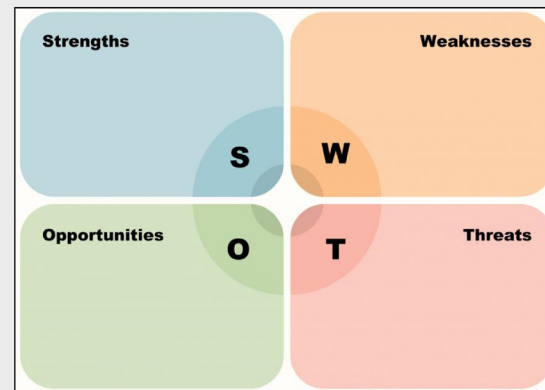


Half-day sessions

Experimental Setup and Procedures



« What are your SWOT to implement veterinary telemedicine » ? In groups

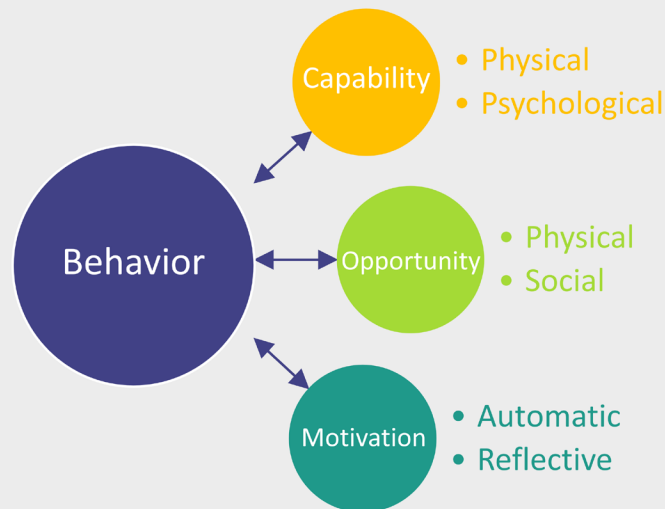


Experimental Setup and Procedures

Analysis of data:

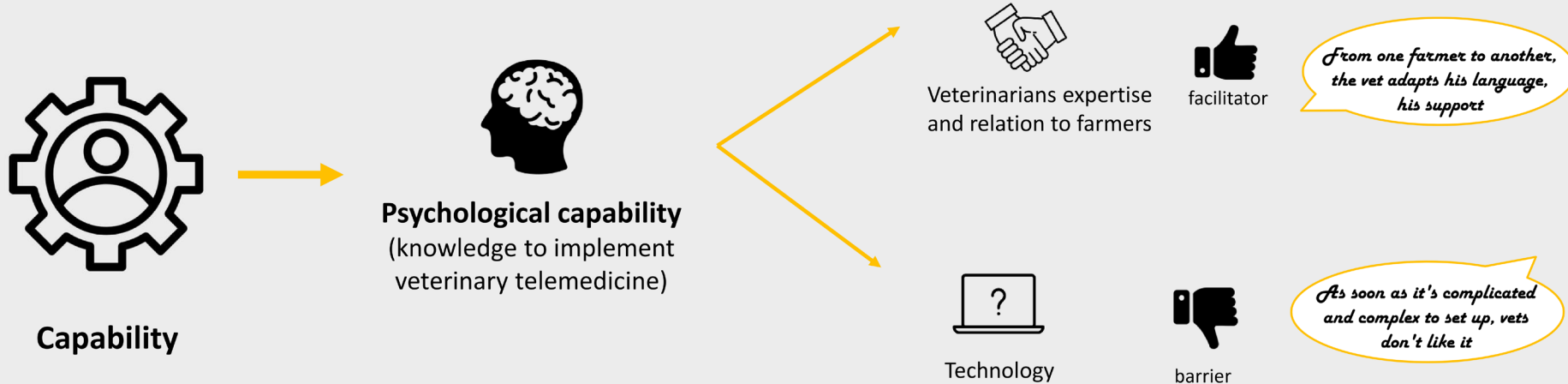
- Qualitative analysis :
- Model of behaviour change : COM-B model

(Michie et al., 2011)



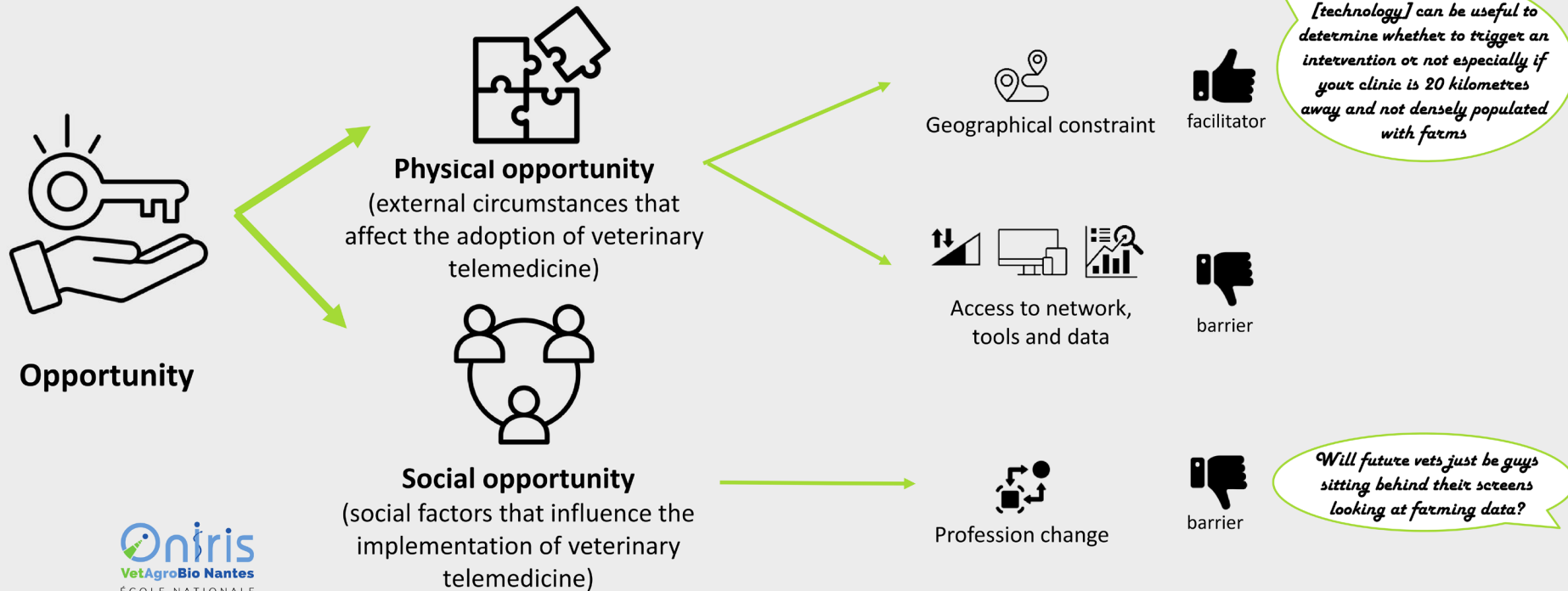
Capability

Key Results and Analysis

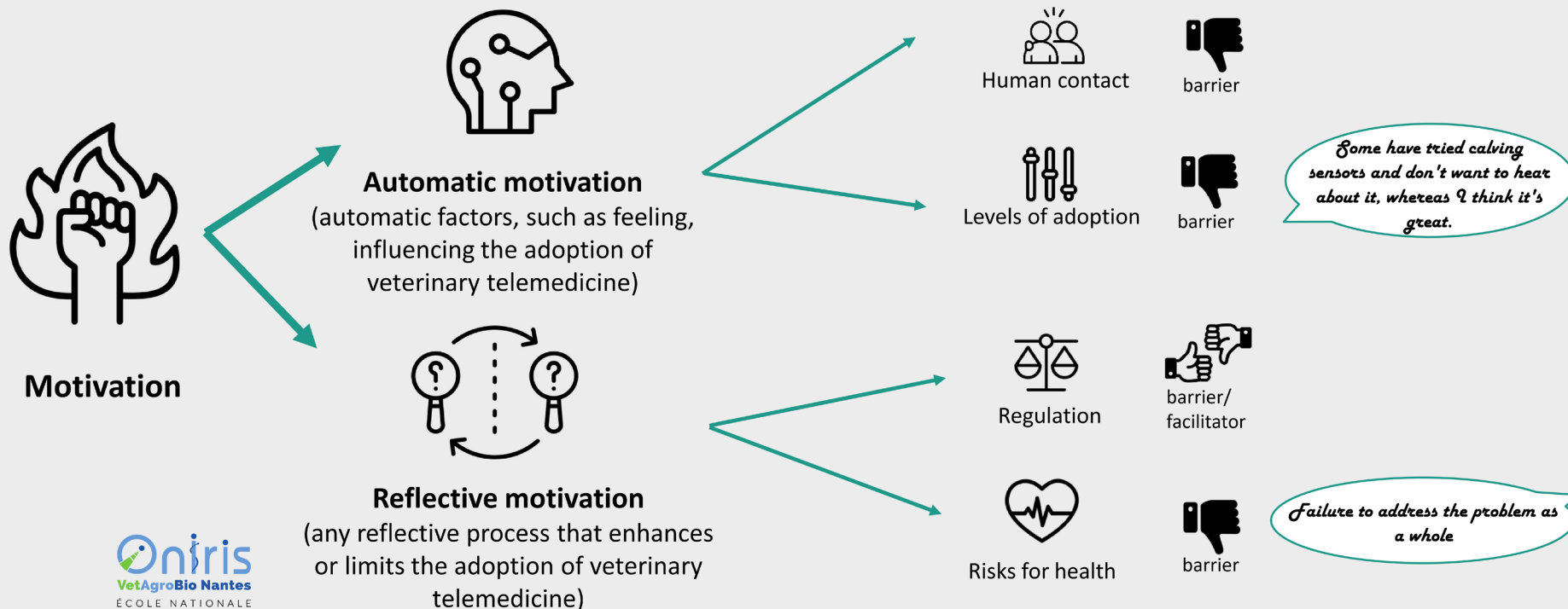


Opportunity

Key Results and Analysis



Key Results and Analysis



Key Results and Analysis

Facilitators

- Immediate advice
- Determine need of physical visit
- Limit unnecessary travel
- Technology as mean to enhance animal health



Barriers

- **Regulation**
- Technology
- Attitude towards change



solving



Profession change



Human contact



Risks for health

Key Takeaways and Future outlook

DECODING THE BARRIERS AND FACILITATORS OF VETERINARY TELEMEDICINE IN LIVESTOCK PRODUCTION



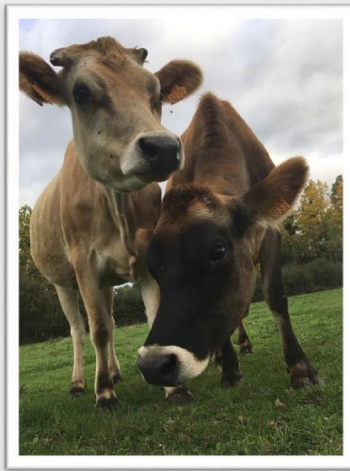
- Benefits identified by both farmers and veterinarians
- Discussions about risks and barriers



Future indications:

- Regulation needed to implement telemedicine
 - VCPR (north America)
- Complementary to traditional veterinary visits





Thank you for your attention

