



MASTITIS & MANAGEMENT



Why the *Mastitis & Management* concept is ideal for you!

You are a dairy cattle vet or consultant with an interest in mastitis and milk quality. You might already have attended various courses on mastitis and milk quality. You feel like already having quite some knowledge BUT still ...

- you do not yet (always) manage to translate that knowledge into targeted farm-specific advice.
- you sometimes feel unsure in the discussion with your dairy farmer client.
- you often feel lonely and lack feedback, confidence and support when it comes to mastitis decision making.
- you search for a sounding board to whom you can discuss with and bounce ideas, insights and possible solutions for certain mastitis problems.
- you experience difficulties in convincing your clients to take action.
- your enthusiasm and passion for udder health slacks off when you think of the boring though necessary report writing and time-consuming monitoring afterwards.

Guess what? You are not alone. It is our belief that mastitis management can be truly made easy and fun if you have access to a combination of the right tools, knowledge and expertise, and a strong network of like-minded passionate colleagues.

Well, the *Mastitis & Management* concept is such a concept in which as many aspects of mastitis management, including training and coaching (*Mastitis & Management Boost training*), evidence-based consultancy and data management (*Keno™-M software*) are combined into one holistic approach.

Thanks to the *Mastitis & Management Boost*:

- ✓ You master the 5 elements for a successful approach and sustainable monitoring of udder health at any dairy farm.
- ✓ You detect weaknesses in the mastitis management and link them to the available results and formulate the most effective solutions on that basis as if you have never done something else.
- ✓ You focus on the most effective solutions and distance yourself momentarily and without fear of failure from other flaws in the mastitis management that are not directly connected with the problem.
- ✓ You successfully deal with your client and his worker's objections and tendency to reject and not to implement a certain advice.
- ✓ You always arrive at a solution/compromise with which both you, as the consultant, and the dairy farmer and the one required to take action, are comfortable.
- ✓ You are surrounded by a community of like-minded peers that inspire, support and energize you to push your boundaries.

Are you ready to transform into a reliable udder health advisor and to truly make the difference when it comes to mastitis management?

Mastitis & Management Boost

Mastitis & Management Boost is not an ordinary training like there are dime a dozen. No! it is a **journey of 6 exciting modules and up to 10 hours of individual coaching**. All you need to grow and transform into a reliable udder health advisor. An udder health advisor who successfully and confidently approaches, improves and monitors the udder health at any dairy farm. At your pace and according to your needs. The ***Mastitis & Management Boost*** training is designed to be put into immediate action, making your goals both practical and obtainable. The training is evidence-based and helps you to transfer science into practice. It is our strong believe that knowledge without action is worthless.

"There is no elevator to expertise and success, you need to take the stairs."

6 online training sessions

- ✓ **5 mistakes you should not make (anymore)** – discover how slower works faster and 4 other elements that explain why you were not (always) successful until now in either obtaining or maintaining a good udder health at a dairy farm – **YOUR STRATEGY AND MINDSET PLAN**
- ✓ **Choose your battle – subclinical mastitis** – unravel the mystery of subclinical mastitis and discover why dairy farms with a poor hygiene and inferior milking technique may still have an apparently good udder health – **YOUR SUBCLINICAL MASTITIS BATTLE PLAN**
- ✓ **Choose your battle – clinical mastitis** – unravel the mystery of clinical mastitis and discover why on some farms intramammary infections always evoke a clinically visible reaction and not on others farms – **YOUR CLINICAL MASTITIS BATTLE PLAN**
- ✓ **9 reasons why treatment (sometimes) fails** – reveal the 9 factors that determine whether a cow with clinical mastitis will cure (clinically and bacteriologically) or not and learn how you can accurately discover the cause of poor treatment results based on the available data – **YOUR TREATMENT ACTION PLAN**
- ✓ **A good start is half the battle** – unlock the potential of the dry period, learn how you can easily discover the strengths and weaknesses of the dry cow management on any dairy farm and how you can erase the weaknesses - **YOUR DRY COW ACTION PLAN**
- ✓ **Halt to heifer mastitis** – discover how the heifer management can be a pitfall in the mastitis management, have a serious impact on the farm's udder health and how to get the most out of the future generation - **YOUR HEIFER ACTION PLAN**

All 6 modules are **live streamed**. This means that you can follow the training no matter where you are from on your laptop, desktop or tablet. No waste of time due to travelling or additional costs related to accommodation and travel. All trainings will be recorded and can be looked at again afterwards wherever you are and whenever you want.

Will the trainings not be boring then? No! Not all. No boring monologues. Instead, continuous interaction and exchange of knowledge & experiences among participants and trainers by using the wide array of exciting webinar room features including live chat (with translations), live questions & answers, screen sharing to demonstrate practical examples, videos, polls & surveys.

Individual coaching

The coaching sessions are meant to boost your self-confidence as an udder health advisor. At your pace and according to your needs. The individual coaching sessions allow for in-depth analysis of the mastitis data of a specific farm you are planning to approach.

Access to our virtual assistant, Keno™-M

Jumping into the *Mastitis & Management Boost* trajectory grants you immediate access to our virtual assistant, Keno™-M. Keno™-M is powerful, user-friendly and scientifically-sound software that permanently supports you in translating the theory into action, and in the mastitis decision making at cow and herd level both during and after the training program.

Network

You automatically become a member of our **online closed Facebook group** in which you can exchange your knowledge, experiences and challenges 24/7 with like-minded peers from all over the world. They will inspire and energize you to accomplish your mission and push your boundaries when it comes to mastitis management.

SAVE THE DATA: Dates training sessions

- 5 mistakes you should not make (anymore) – September 12 2019
- Choose your battle – subclinical mastitis – October 23 2019
- Choose your battle – clinical mastitis –January 9 2020
- 9 reasons why the treatment of mastitis (sometimes) fails – March 5 2020
- A good start is half the battle! – May 7 2020
- Halt to heifer mastitis! – June 25 2020

All training sessions start at 1 PM and end at 3 PM (GMT+1 in winter time, GMT+2 in summer time).

The individual coaching sessions will be organized at your convenience.

More info via www.mexcellence.eu/en/projects-concepts/mastitis-management-boost-training

Keno™-M software tool

Keno™-M is the missing link in efficient mastitis management and facilitating fact-based farm-specific monitoring of udder health tailored to each individual farmer.

Imagine that in less than 5 minutes you can ...

- ✓ have access to all available mastitis data of your client's dairy farm.
- ✓ precisely calculate all mastitis key indicators.
- ✓ give a scientific-sound and economically justifiable advice for each cow with an elevated somatic cell count.
- ✓ see at a glance the strengths and weaknesses in the udder health management.
- ✓ generate a customized and comprehensive report.

Would it then not be easy to manage mastitis at any dairy farm? All you still need to do, is to send the report, communicate and motivate your client farmer and his workers in such a way that they act and comply. As this is what software can (yet) not do for you!

Your virtual assistant Keno™-M:

- **Stores** – find all available mastitis data of your client's dairy farm on one spot from somatic cell count data over bacteriological culturing and clinical mastitis records to information related to the mastitis management on the farm.
- **Benchmarks** – compare and evaluate the performances of your dairy farm(er) with those of other farms that you monitor or even with those of other advisors within your country or within the continent in an objective way.
- **Diagnoses** – get insight at a glance in the weaknesses and strengths of the mastitis management of any dairy farm based on facts and data. Keno™-M links your observations to a risk-based scoring system allowing you to straightforwardly and objectively evaluate the mastitis management on any dairy farm.
- **Guides** – generate a scientific-sound guideline for each individual cow with an elevated somatic cell count in a few seconds.
- **Analyzes** – calculate and analyze the mastitis key parameters automatically while taking into account the same assumptions.
- **Reports** - generate a complete, customized and comprehensive report in a few seconds.

More info via www.mexcellence.eu/en/projects-concepts/keno-m

Keno™-M was developed using the extensive knowledge and expertise of UGent's M-team and the kind support of CID LINES:



Mastitis & Management concept

Features	Basic	XL	Pro XL
6 online training sessions			
• 5 mistakes you should not make	✓	✓	✓
• Choose your battle – subclinical mastitis	✓	✓	✓
• Choose your battle – clinical mastitis	✓	✓	✓
• 9 reasons why your treatment (sometimes) fails	✓	✓	✓
• Dry cow: a good start is half a battle	✓	✓	✓
• Halt to heifer mastitis	✓	✓	✓
1 h online group training Keno™-M	✓	✓	✓
1 h online personal training Keno™-M		✓	✓
Free license(s) for farmer of your choice (value up to 150 € per license)	1	3	5
Assistance per email	✓	✓	✓
Access to closed Facebook-group	✓	✓	✓
Assistance via closed Facebook group		✓	✓
Online individual coaching (hrs per year)		5	10

Only 54 €*
per month

Only 79 €*
per month

Only 104 €*
per month

*All prices are excluding 21% VAT and billed annually.

☒ **YES, I am ready for Mastitis & Management Concept**

First name and surname: _____ Date: _____

Address: _____

Postal code and city: _____ Country: _____

Name of practice: _____ VAT number: _____

Telephone/Mobile: _____ Email: _____

You will receive an invoice upon receipt of your completed registration form.

Your registration is only definitive upon receipt of the full payment:

BASIC (650 €) ●XL (950 €) ●Pro XL (1250 €) (encircle the program you like to follow)

*Terms: Payment within 7 days upon receipt of the invoice. **Send the completed document back to support@mexcellence.eu**

I agree to the General Sales Conditions on the reverse, and the Privacy Policy at www.mexcellence.eu/sites/default/files/privacypolicy_mexcellence.pdf.

“Read and approved” + signature:

Trainer - coach

Sofie Piepers (MEX™)

In 2005, Sofie Piepers qualified as a veterinarian from the University of Ghent's Faculty of Veterinary Medicine. She immediately joined the Department of Obstetrics, Reproduction and Herd Health, first as a scientific assistant and, since 1 January 2006, as a doctoral grant holder with a 4-year mandate financed by the Flemish Agency for Innovation by Science and Technology (IWT). In 2010, she obtained her doctorate in Veterinary Medicine from the University of Ghent's Faculty of Veterinary Medicine. In 2007, together with Sarne De Vliegher, she set up the M-team^{UGent} (www.m-team.UGent.be). The M-team^{UGent} was born of a passion for mastitis and milk quality, to convince dairy farmers and vets of the great importance of good udder health in dairy farms. In 2015, Sarne De Vliegher and Sofie Piepers decided to set up a spin-off of the M-team^{UGent}, to continue growing and further professionalising their activities. In late 2015, Sofie Piepers was appointed as business manager for MEX™ (www.mexcellence.eu). She is also still involved in M-team^{UGent} 's education and scientific research as a postdoctoral fellow worker. MEX™'s mission is to enable every cattle veterinarian to evolve into a reliable partner-in-health for their dairy farmer clients.

Dimitri Valckenier (MEX™)

In 2011, Dimitri Valckenier qualified as a veterinary surgeon (ruminants) from the University of Ghent's Faculty of Veterinary Medicine. In September 2011, he began a supplementary one-year internship at the European College of Veterinary Public Health. Since 2012, Dimitri has remained affiliated with the same department as an academic assistant in the research group of the M-team^{UGent} (www.m-team.UGent.be). Here, he is working on a doctoral thesis, in which the effect of intramammary infections with coagulase-negative staphylococci on the milk production and somatic cell count is investigated in early lactating dairy heifers. Since 2011, he has also been active in first and second line ruminant veterinary medicine and guidance of dairy farms. In addition, Dimitri is involved in teaching final year students in veterinary medicine. He has a passion for IT and cloud applications, too. In early 2017, Dimitri joined MEX™ (www.mexcellence.eu) as Project & Concept Manager. With his combination of practical experience in guidance of dairy farms, his scientifically-founded knowledge of mastitis management and his passion for IT, he is the best person for supporting cattle vets and advising their dairy farmer clients.

General Sales Conditions

1. The following conditions apply to all quotations, invoices, assignments and registration forms, unless MEXCELLENCE BVBA has expressly consented to deviating regulations in writing beforehand. Third party general conditions in the broadest sense of the words are not binding for MEXCELLENCE BVBA unless MEXCELLENCE BVBA has expressly consented to them in writing beforehand.
2. Signature of the registration form definitively and irrevocably affects an agreement with MEXCELLENCE BVBA. It also results in immediate invoicing.
3. The choice of performance in kind or compensation due to cancellation is entirely and solely at MEXCELLENCE BVBA's discretion. If MEXCELLENCE BVBA accepts cancellation of registrations or assignments, then the following compensation is due without any need for prior notice of default:
 - 25% of the standard price excluding permitted discounts, bonuses and VAT due if MEXCELLENCE BVBA is informed in writing no later than 30 days prior to the training.
 - Thereafter (fewer than 30 days before the start of the training), the entire invoice sum is due.
 - Without prejudice to the cancellation compensation defined in this clause, all deposits already received by MEXCELLENCE BVBA are entirely nonreturnable in the event of cancellation.
 - A cycle of various training days/sessions/moments/seminars, as is the case within the context of the Mastitis & Management concept, is considered to be one training.
 - The SME portfolio does not cover cancellation costs (only for participants in the Flemish Region of Belgium).
4. If unable to attend, the registered party is entitled to have a third party take their place as long as MEXCELLENCE BVBA is informed by email in advance (support@mexcellence.eu). This does not apply to seminars/training days that are part of a cycle. This is in no way possible for anyone claiming the SME portfolio once the procedure has started.
5. The registered party may postpone their participation in a seminar/training day to another date, if they give a valid reason, as long as this is stated in writing before the relevant training moment. This will entail an administrative fee of €95 ex. VAT per day per person per individual training day.
6. In exceptional circumstances, it may be impossible for a training to take place on the predetermined date or at the predetermined location or due to technical issues in case of live broad casting. In such cases, MEXCELLENCE BVBA will make every effort to inform the participant of these changes. The participant can then postpone their participation to one of the subsequent similar seminars/courses. Participation will not be refunded under any circumstances, unless otherwise stated by MEXCELLENCE BVBA. MEXCELLENCE BVBA cannot be held liable for costs incurred by the participant for their travel, day off or accommodation costs already booked.
7. Any complaints should be addressed to MEXCELLENCE BVBA - Gontrode Heirweg 168 PO Box 1.2, 9820 Merelbeke, Belgium by registered mail within 8 days of registration and signature of the registration form, or the invoice, otherwise all rights of complaint will lapse. Any handling of complaints by MEXCELLENCE BVBA after this date does not revoke that lapse.
8. Unless otherwise stated, all invoices are payable net cash in Merelbeke without any discount on provision of the invoice. Interest of 10% on an annual basis is payable on any unpaid sums without the need for notification of default. Moreover, the outstanding capital shall be payable plus compensation of 10% of that sum with a minimum of €200 and a maximum of €2,500.
9. MEXCELLENCE BVBA accepts no liability for the consequences of participation in displacement before, during or after cancellation of the courses. MEXCELLENCE BVBA does not, therefore, take out any separate professional liability insurance for that purpose. Participants must therefore make the necessary provisions themselves in this respect.
10. Although all insight and information has already proved its worth for many veterinarians and dairy farming consultants, MEXCELLENCE BVBA cannot guarantee that it will lead to the same results as in the examples given. The examples are of a purely anecdotal nature and maybe atypical. The promises are intended as guidelines for the results that may be achieved. MEXCELLENCE BVBA cannot be held liable if the participant fails to achieve the results of the examples.
11. The participant expressly accepts that photographs taken and videos made during the trainings may be published in any medium (printed matter, website, social media, DVD...). Participants are not, however, permitted to make or distribute audio or video recordings of the courses.
12. In the event of disputes, the Ghent Peace Court and the Ghent Commercial Court or Court of First Instance are the competent courts. Handing over bills of exchange does not entail any debt rollover. These General Sales Conditions are governed solely by Belgian law.

www.mexcellence.eu

MEXimize your udder health services!

We wish you every success!

The MEX™ team



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Accredited SME portfolio service provider

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