

Host

Sarah Probst Miller, D.V.M.

**Individual Pig Care™ Course Testimonies**

- My job is to challenge the growers to improve through better daily habits. Communication skills are essential here and these are developed best through practice and feedback.
- After this course, I better communicate the problem to whomever is involved. The more accurate our description of the problem, the quicker and more accurate our response will be.
- I now count pigs treated and use it to quantify pig health with the growers I work with.
- I learned I needed to listen more and not preach as much. I was controlling conversations when teaching.
- I learned I was good at explaining the "why behind doing something."
- This course offered great practice on communicating and teaching and an understanding of creative ways to flex to behavioral style while understanding other's strengths and Achilles' heels.
- It didn't take as long to see all of the pigs as I thought.
- I learned to equip myself with the data in the event that I may need it during a communication.
- There were more pigs to treat than what my quick view thought.
- I learned that counting and calculating gives you a good perspective of any disease entity.

Sarah

Welcome to our next addition of Peas in a Pod. We just completed an Individual Pig Care™ Course and I'm sitting here around the table with Ross Kiehne, Laura Schultz, and two Pfizer representatives, and Gary Kahle and we are going to be talking about the Individual Pig Care™ Course, how it was implemented in this particular system, and where Pfizer is headed with implementation of Individual Pig Care™. Gary, I wanted to start by asking, from your perspective and from the Pfizer perspective, can you speak to your intentions with this Individual Pig Care™ Course and implementation.

Gary

Sarah, the real intention of this course was as a continuation of our emphasis of Individual Pig Care™ and really doing good chores. The emphasis around this course is that we help service managers and field men give better and help them understand how to communicate more effectively with growers and barn workers to help them raise their level of understanding of A, B, C, and E pig concept; and what to do from a treatment perspective; and what to do appropriately within the barn; and improve efficiencies and profitability within the organization.

Sarah

Right. It is my understanding that when people are learning that it really takes the opportunity to teach other people how to do a task that really lends towards understanding and long-term implementation. This course takes the A, B, C, E concept and really gives folks the opportunity to communicate and teach this concept across the industry. Ross, we were just in a system for which you are the veterinarian and clearly they do an excellent job of Individual Pig Care™ already. Can you talk to us a little bit about A, B, C, and E and how you're implanting this in that system currently?

Ross

Sure. Yah, the system we've implemented it with the help of Pfizer. We started it when we received the posters and that kind of thing so we were able to visualize what these pigs were and what we decided to do is we knew pigs that had to be pulled out so they quickly started identifying A, B, and C pigs. Actually identifying pull down pens, name them appropriately, then so it was very easy for the workers in the barn to know where those B pigs went and know where those C pigs went and appropriate treatment. It was easy to sell once we got those to the same area and those pigs were formed better and that is what sold them on it. They saw when they moved these pigs and treated appropriately or treated them appropriately they performed better and so after that it was pretty easy.

Sarah

Laura, when you're in barn how do you explain to other people what is an A pig, what is a B pig, what is a C pig, what is an E pig. For our listener's, can you be their teacher and move them through that, that understanding.

Laura

Sure. So, an A pig to me is one that is just starting to show its first signs of being ill. It might have a little bit of ears drooped, it might have a runny nose, it might, you know, start getting a little bit gaunt off feed, that sort of appearance. But still is in good condition. Then your B pig is one that it is starting, is showing a few more signs of being sick. It's getting down the line a little further. It is starting to lose a little bit of condition, show its backbone a little bit, and it might have just a few more things wrong with it. Maybe it's lame; maybe it's anted it up pretty good, that sort of appearance. And then you get down to your C pig and that's one that has been sick for a while. It's has really deteriorated quite a bit from what an A or B pig has. Your E pig is one that you would choose to euthanize. So, I think most of us know what those look like.

Sarah

Right. Now, Ross, in this system you have clearly very well asked them for specific actions when they identify a pig in that category. Can you talk a little bit about the actions that you want a person to do when they identify a pig in the early stages of being an A, versus a B, versus a C, maybe specifically in this system anyway in regards to Individual Pig Care™.

Ross

Right, our goal is to find them as B pigs. I think we find B pigs and those pigs are the pigs that are pulled to a different area and provided antibiotic treatment, and a gruel pen, and then more space to perform better. So, the action on a B pig is to pull that pig out. An A pig in one area I think this system can do an even better job is to treat A pigs. Maybe leave them in the pen, but find them and treat them. I think that is what we saw today is A pigs could be found and treated with an antibiotic and the B pigs would be pulled and then allow them, in this system anyway, a lot of the C pigs are actually coming from those. They were B pigs already that just haven't responded so we are not finding. So the good news is we are not finding a lot of C pigs in the general population, but they are still happening in those gruel pens and then following up with a trying a secondary, get those going again is the action with those C pigs and give them one more chance. So, that is the action with the three pigs and I think our focus is you know going forward is going to be on an A. I think we do a really good job with the B and C, that's where today I think really helped keen or tone our eyes into what we are looking for there.

Sarah

Absolutely, now, Gary can you talk a little bit about how this course tries to enhance our ability to better communicate with other people. I mean we are not all alike now, are we Gary?

Gary

It would be a very interesting world if we were all out of the same mold. Fortunately, we all have different behavioral styles and react to different situations differently. So, that is one of the components of the IPC Certification Course and training is really identifying what your personal behavior is and then walking the trainees or participants through a process of helping them understand what other people are and how to better flex to them and how to better communicate with them in those one-on-one situations. What we have seen as a result of doing these type of training events is that it opens up that communication, you typically end up with a better and stronger worker in the barn who is happier, and therefore does a better job for you and your retention rates go sky high with result of better communication.

Sarah

Yah, after this course has been done on farms over and over again the feedback we get is that, okay, finding the pigs is something we understand and we get. Boy, it's that communication that I have hit my head on in the past and it's something I'm at least very cognizant of now. Speaking of good communication to get this course implemented in a system it takes quite a bit of coordination on the end of Pfizer and so we have Chelsea and Russ, two Pfizer field representatives, who are sitting here who coordinated this course. Chelsea and Russ, can you speak towards what that took to move forward and communicate with Ross and Laura about getting this moving forward.

Chelsea

Thank you, Sarah, I would be more than happy to answer that question. It has been a very rewarding experience to watch the production system really respond to this. The communication was very close between Dr. Ross Kiehne and Progressus as well as within Pfizer Animal Health to help coordinate that. We put together a lot of resources, time, and energy into this event and its really neat to walk away from the event and see the "ah ha" moments happen at the production level because that is where it will be implemented. As far as communication, you need to work very closely with the veterinarian. In this case, Dr. Ross Kiehne is the consulting veterinarian and works very closely with the production system. So coordinating with him, the protocols, and we don't want to necessarily change what is happening in the system. What we want to do is make it better. Both a little bit as Ross mentioned would be A, B, and C pigs. In particular, treating the A pigs and leaving them in the pens, but most importantly we want to make sure that effective communication is happening at the event. So as far as coordination, it does take a lot of Pfizer's and Progressus time, energy, and Pfizer's resources as well, but it is a very rewarding experience to better the system.

Sarah

Russ, one thing that I always find interesting is in relation to DISC and how Pfizer uses DISC when they're communicating with their clients, the folks that you interact with day in and day out. When you are headed to a client, what are you thinking about in relation to that person's behavioral style? Because I think that speaks to how that application has moved towards this course. Are you willing to share with us what behavioral style you are?

Russ

I am a high D. I think that just understanding peoples personalities and being able to put that into some simple terms as DISC does helps up communicate and the better we are at communicating the better we

are at getting things done. So, just as we have done in this week we have really focused on DISC with the Individual Pig Care™ course. It helped us get further along quicker by understanding who we are and what personality types we have. So we can, again, move forward by utilizing that information and how we can communicate together with the different styles so then we can get onto the next steps of additional leadership strengths, things like that. But the DISC style is very important to understand when you are dealing with people so that you don't run into road blocks that you can keep communicating and moving forward.

Sarah

Yes, absolutely. I'm the first one to admit that communication is something I have to think about and really be cognizant of and remember who my audience is when I am communicating and so I know every time I go through this course I learn, I learn a lot. Today, I saw some folks who did a really insightful job of reaching other people. So, I left this event thinking, ah, you know I could, I could do that to when I'm, when I'm flexing to an S behavior style of flexing to a C behavior style. That is something that I can bring to other people. Is there anything that you guys learned today from participating in this, in this course? Why don't, for our listeners, why don't I back up a little bit and explain a little bit how the course flows and maybe we can come back to that. The course starts with some pre-event training where the folks who are going to give feedback to our participants get together and really talk about how the course is going to flow, we talk about how to give good feedback, and we really take seriously this opportunity to serve as coaches to these Individual Pig Care™ trainees who are going to go through the system. We then meet with the trainees and we cover, we do a fun icebreaker, and we give an orientation to the course, and we cover what flexing the behavioral style is, what DISC is, what flexing to experience level is, and how to reach people based upon where they are in experience level. The next half day is spent in barn in which they get to put what they learned into practice. We calibrate our eyes in the barn and figure out well, is that an A pig, a B pig, is it a B pig or a C pig and then we agree that, well; all these pigs do need some sort of action. If it is an A pig, we are going to follow Dr. Kiehne's recommendation and give them a shot, leave them in the pen, and B and C we are going to get them pulled and follow whatever the valid vet/client patient relationship is, what they have prescribed for those pigs. And then they get to practice communicating. They get to communicate to a veterinarian about what they saw in the barn, the numbers that they saw, and what actions they think need to be taken and they need to be flexing to behavioral style and flexing to experience level and they are going to get feedback on that. We gave feedback today immediately and they are going to get some post event feedback as well. Ross, can you talk about in that vet communication, you don't have to obviously reveal any names of folks who they are, but what is some of the feedback, what is something that you saw that warranted some feedback both positive or opportunities.

Ross

Yah, what I saw with one of the person's I was working with was that they were taking a long time to communicate with me when I didn't know that I had that much time. So I think it was interesting that they were taking a long time to tell me something that could have been done in a short period of time. So, it was important to know that there is certain people that they are going to have to do that in a much shorter period of time and then had another one that was not getting to the details really, really when we went through it too quick talking about the concepts very quickly and moving onto the next pen, and not the person that they were interacting with was really looking for details. Really wanted to know more of the why of what was going on and once they got that then after a pen or two of pigs they were getting down to where they were telling the details of a the pigs and what they were seeing and what the next step was. So, you got to see that go both ways with these particular supervisors that we were working with today.

Sarah

And after their communication with the veterinarian they move onto being able to communicate with an upper manager. I know, Gary, you role played an upper manager at this event. What behavior style were you role playing at that particular, for that particular communication.

Gary

I was role playing my natural self of being an I and what I found interesting from these individuals who participated was that they are starting to gather, learning the concept of DISC, of what quadrant people fall into, but they still need to work and practice on recognizing cues and once they recognize those cues they will become that much better at it. But the big component that I saw a lot of people need to work on is really getting to the point where they are asking questions and if you ask enough questions you are going to be able to really identify where that individual falls into and that really speeds up that process of good communication.

Sarah

And Chelsea, folks can't see you, but you are nodding your head agreeing. I know you had the opportunity to play a caregiver in the third communication so they moved from communicating from an upper manager to a caregiver and Russ you also had that opportunity. Chelsea, can you first speak to what were you role playing in that third communication?

Chelsea

Sure, there was two different scenarios that I had to role play out, both with two different individuals as well as I had to be a behavior style and a development level both I played a beginner level. The first one was with myself role playing an S at a D1, which would be the very beginning developmental stage. My second one I was role playing a high C, again at the D1 level. And, especially to the latter one where I was the C and my natural behavior style is an I and this is a lot of fun to not only role play, but watch the "ah ha" moments in that individual you are role playing with and they were a high I. And, to Gary's point of asking a lot of questions to first understand, I think with it being a new event and them feeling they may be graded or judged they want to jump into it right away, which that to me is very exciting to see that they have embraced this and are on full board. But, at the same time they need to stop, ask some questions to first understand what behavioral style and what development level we are. So this is a really good exercise to put them out of their element. Because as we're filling out the evaluation forms they start to realize, hey, this situation I've been in before and it was with this employee or this coworker or this person that reported to me. So they start to see those type of opportunities that they can take and use themselves so it is very applicable to where they are at.

Sarah

Right. And Russ, what were you, did you role play or were you yourself in both?

Russ

I role played and I was myself.

Sarah

Fantastic!

Russ

I had the opportunity to work with some people who didn't speak English very well and with that Pfizer has a set of materials, especially the ABC poster that is available in both English and Spanish and that was very useful in being able to provide people. I don't speak Spanish very well. This other person didn't speak English very well. For us to actually get together and communicate through visual, through a poster, were we could point and we could get through different concepts in communication even though both of us didn't have full grasp of each other's language.

Sarah

Laura, I believe you were the veterinarian who were assigned to those two caregivers. I remember you complimenting that of what a wonderful job that, that the group you were paired with did with flexing and can you talk a little bit about what you observed in those, in those good flexing experiences.

Laura

I was able to observe Russ and Chelsea both and it was really kind of fun to see, like Chelsea says, the "ah ha" moment in them. They could tell that, you know, Chelsea was asking all these why questions and she was this C personality and their an I so they are opposite so they had to kinda come and meet her halfway and they really did a wonderful, wonderful job of explaining the why. This is why we do things. You know, this is the way we want it done and they are very thorough, very thorough. So, it was fun to see that.

Sarah

Yes. So, Ross and Laura, I know for me as a veterinarian if it were, I want to thank you for welcoming us into your system, and I know if this were to happen in my own system I would have some concerns about other folks coming in, are they going to disrupt my protocols, um I know that when we came here we are trying to be very cognizant of reflecting what you have prescribed for the farm in regards to A, B, C, and E pigs and for other veterinarians that may be asked to experience this same thing, did we achieve our goal?

Ross

There was never any issues as far as where one thing was not, where one group was not meeting the other group. I think we all had a very common goal in mind, which was that we wanted to work on not only identifying A, B, and C pigs, but I think this group does very well. I think Pfizer has seen that part is pretty good, it was definitely communication and the people we were working with today have employees and contract growers that they are going to go out with the next few days, next weeks, and months and they will do a better job of that so the communication part is very universal so you know the protocols and those kind of things we can go over that and do those very well, but there definitely was no rub between what Pfizer or Progressus was trying to do and what we were trying to do at Wrights View because the biggest part was the communication.

Sarah

Ok, thank you, that's definitely our goal is to get folks communicating better and as we approach farms and implement this in farms to be good communicators ourselves. So, it's nice to hear that. So, thank you. And I want to thank you all for participating in this podcast. I always feel good after these events are over. I feel that we work really hard and people leave there with something and I always learn something too so it's just a good experience. You guys feel good about what we accomplished today?

All

Yeah!

Gary

I want to point out Sarah, thank you for all your efforts and all the behind the scenes work you do prior to leading up and all the day-to-day activities. But one of things that I want to point out is that the event is not over. There is continuous follow up to this and this is not a onetime deal. Today our day is over today, but the event will continue and if we don't provide a follow-up, the coaching, and the feedback to these folks we have not been successful in the end so that is one of the biggest tools and one of the biggest and most important aspects of this entire opportunity that Pfizer makes available.

Sarah

Absolutely. Well, thank you all for listening to our Podcast. We hope that you feel as passionate about Individual Pig Care™ as we do and as you drive down the road, take care and have a great day.

Individual Pig Care™ Course Testimonies

- This course improved my understanding of both pigs and people. This training was very good for both experienced and new service managers.
- I learned that we are "off" when we guess or estimate how many pigs are sick.
- We probably don't spend enough time "identifying the A pigs. It was a little harder than I thought it would be. And there were a lot more A pigs than what I originally thought.
- I realize now that there are more pigs to treat with the needle before running water meds and in general, more pigs to treat than I 1st thought.
- I learned that I often overlooked pigs that I will now classify as A pigs and treat.
- I learned that getting in the pen is key.
- There were significantly more pigs affected than I thought. We need to get in the pens.
- I need to slow down and respond sometimes. I need to ask more questions when I teach.
- I learned new and better ways to convey what needs to be done to pigs . . . who, what, why and when.
- I learned to give people more time to respond. I need to address their concerns in addition to my requests.
- I learned I need to understand experience level and personality type in order to effectively get "buy in."