



MERCK
Animal Health

Looking Beyond the Basics of Monitoring Technology to Improve Reproductive Efficiency

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Merck Animal Health

1

Using Monitoring Technology to Improve Reproductive Efficiency

ESTRUS INTENSITY

TIMING OF BREEDING

HEATS BEFORE BREEDING

HEAT DETECTION RATE

HEAT STRESS

OPTIMIZE PROCESSES (labor)

HERD HEALTH

OVERALL MONITORING (nutrition, health)

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Ble reader, Nano station, power converter = 30 acres

curtis.vas.com/pcc

king.vas.com/pcc.jpg

Merck SenseHub Global/SenseHub Dairy/

ALERTS: HEALTH and HEAT

TAKE ACTION
HEALTH ALERTS: physical exam
HEAT ALERTS: breed

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TRADITIONAL PROTOCOL – ALL COWS

Health and Reproductive Programs

Fresh Cow Checks (3 instances)

Presynch-Ovsynch (5 injections)

Breed

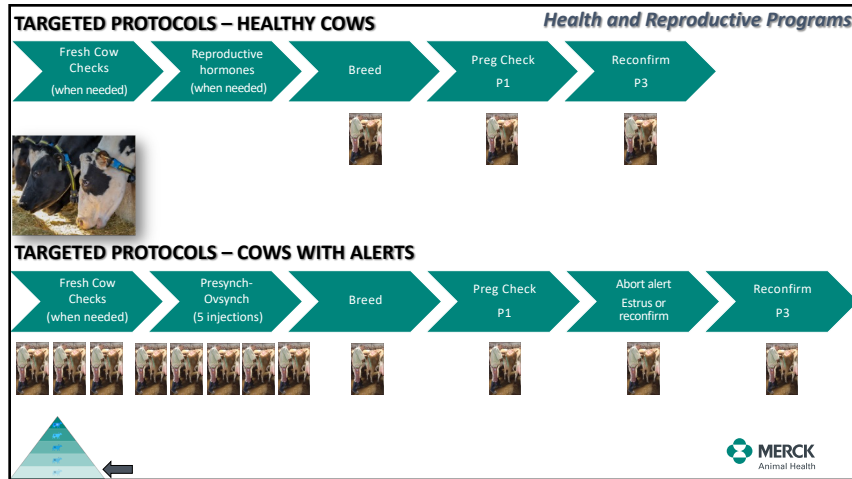
Preg Check P1

Reconfirm P2

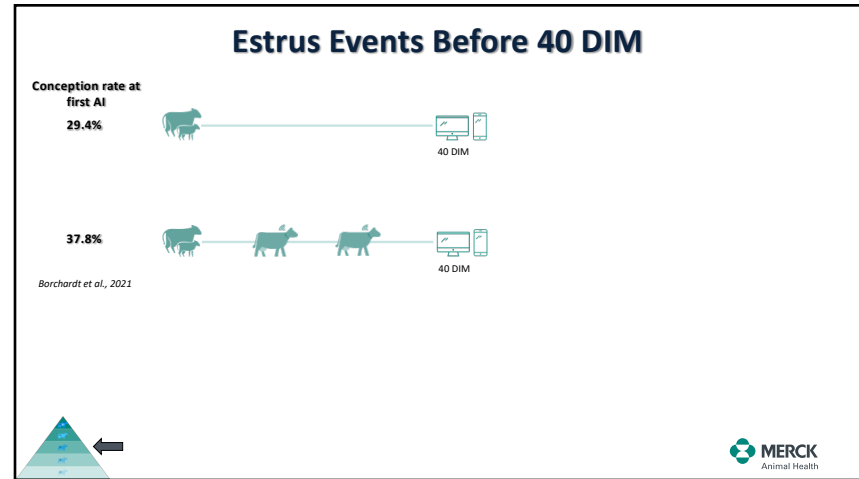
Reconfirm P3

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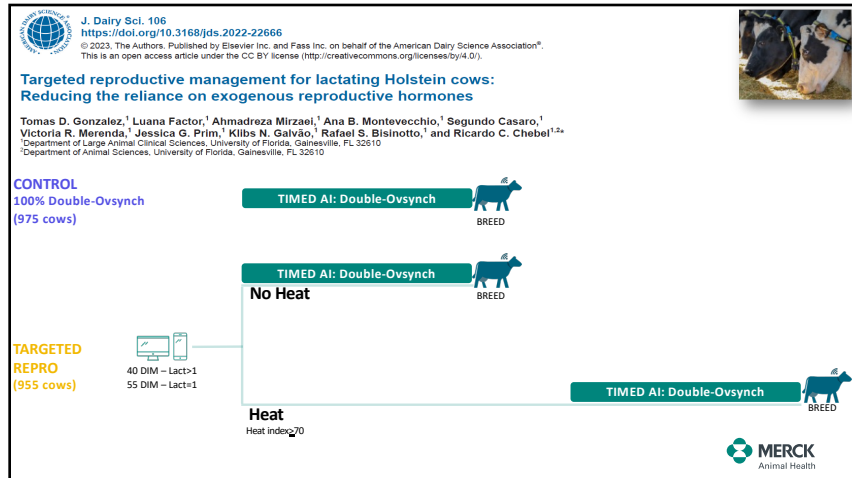
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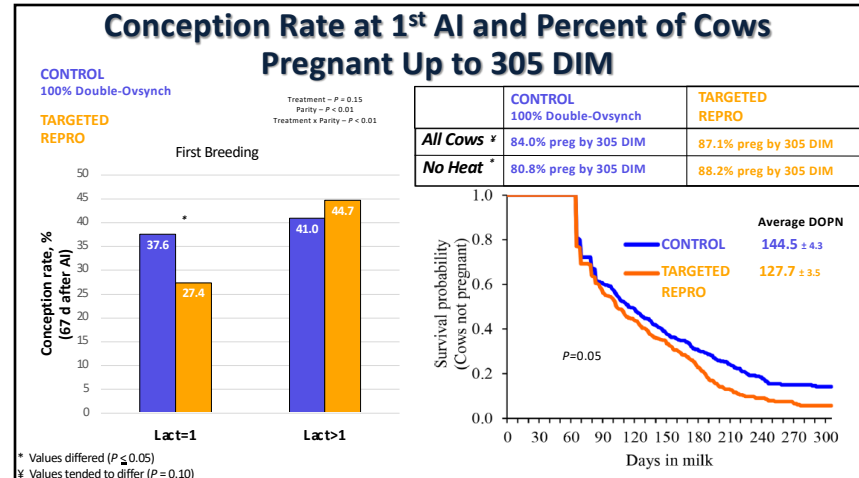
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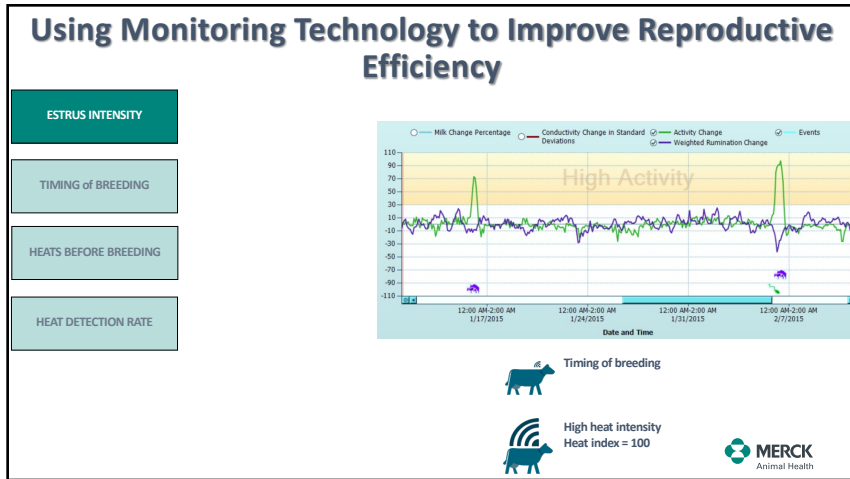
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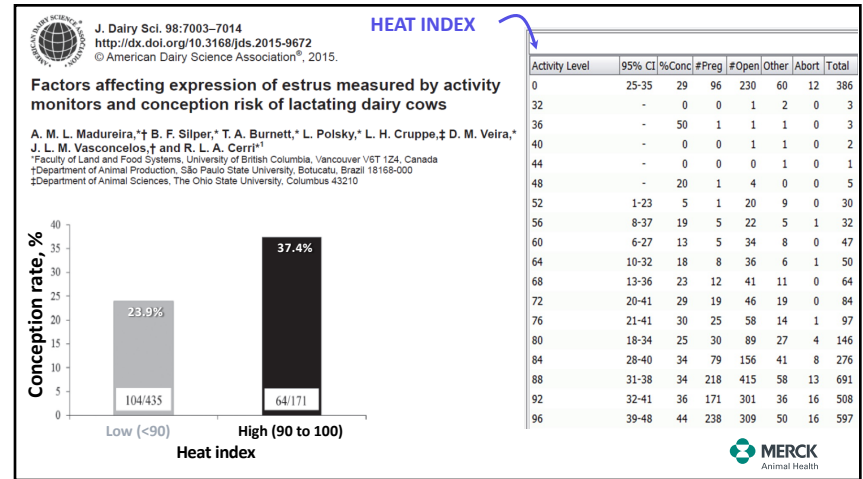
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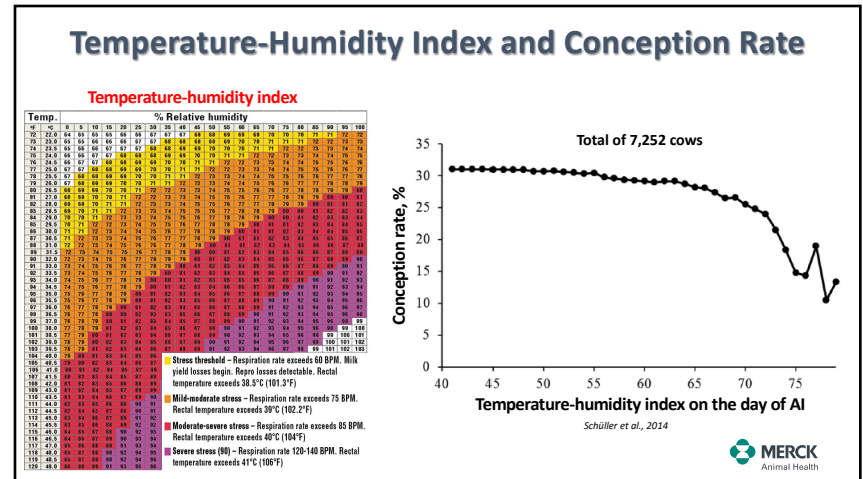
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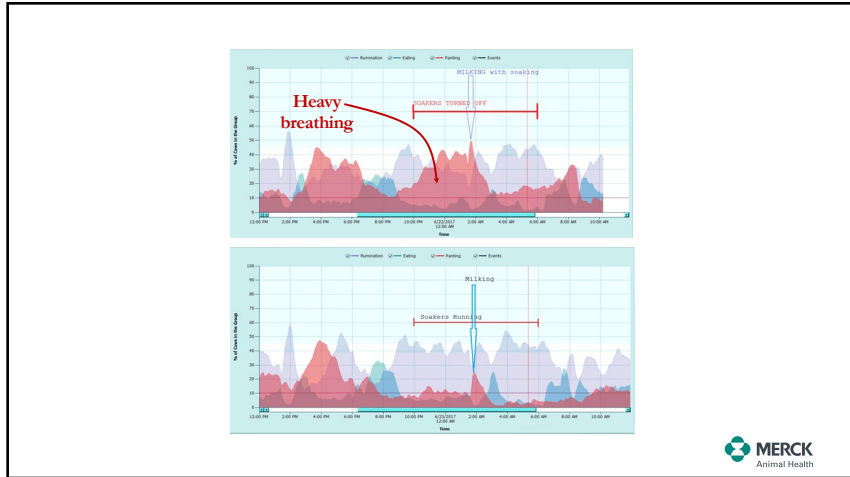
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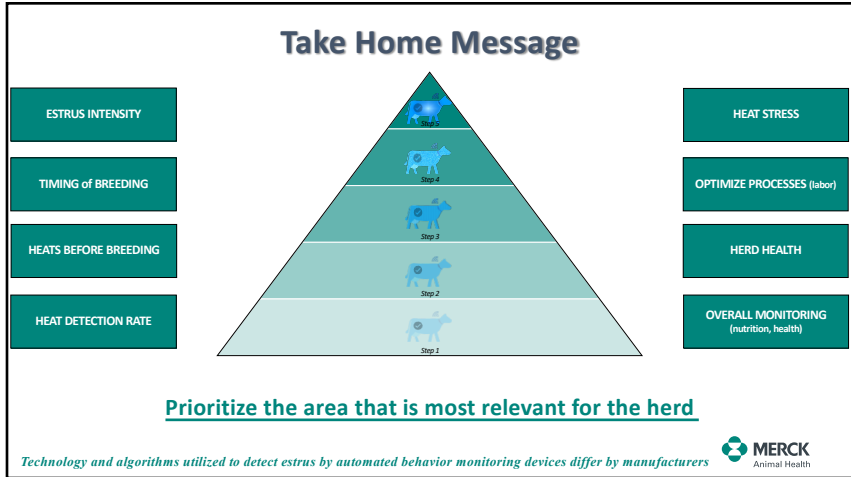
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Thank You!

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The Science of Healthier Animals®

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