



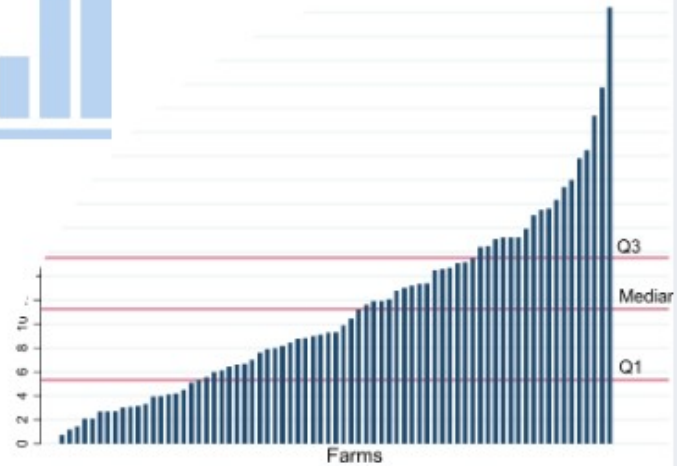
6 AMDUR

Antimicrobial Drug Use Rate (AMDUR) is measured in ADD/1000 cow-days. It is calculated as follows:

$$\text{AMDUR} = \frac{\text{Active pharmaceutical ingredient used in 2018 (g)} \times 1000}{\text{ADD} \times \text{number of cow-days through the year}}$$

7 Create Benchmarks

Now that you have generated an AMDUR value for each drug that each of your clients has purchased, you can describe the data. Calculate summary statistics, group drugs by category of importance, route of administration etc. Plot results into charts of your choosing. Ultimately, you'll be able to position each client among the spectrum of all clinic clients.



8 Consult with Clients

Now that you've finished your analysis, it is time to speak with your clients about their AMDUR. Are they high users? What is driving this? Were there any surprises for you as their veterinarian? Are their efforts to prevent disease paying off in terms of lower AMDUR? Where are the opportunities to improve?