

Research Journal of Pharmaceutical, Biological and Chemical Sciences

Experience in Arranging Paid Veterinary Services in Russia.

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ABSTRACT

Paid services in Russia were allowed in 1987 after the abolition of paragraph 4 of the Veterinary Regulations of the USSR. Over 30 years, rich experience in organizing paid veterinary services has been accumulated. The article describes the developed and approved regulatory framework for the implementation of paid veterinary services (services) in the Russian Federation. The article includes recommendations on the price formation for paid veterinary services, some examples of prices for paid veterinary services in various areas of veterinary activities, developed for veterinary services of the Republics of Tatarstan, Bashkortostan, Udmurtia, Buryatia, Chuvashia; Kirov, Samara, Ulyanovsk, Volgograd, Tula, Voronezh, Ryazan, Leningrad, Kaliningrad, Belgorod, Kaluga Regions; Khabarovsk, Krasnoyarsk, Krasnodar Territories, etc. The article shows the result of 20-year work at the Department of Organization of Veterinary Affairs of the Kazan State Academy of Veterinary Medicine named after N.E. Bauman. These ideas are widely used by veterinary institutions of the State Veterinary Service of the Russian Federation and veterinary specialists engaged in paid services.

Keywords: paid veterinary service, price.

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INTRODUCTION

Veterinary care was free in the USSR. Paid services were allowed in 1987 after the abolition of paragraph 4 of the Veterinary Regulations of the USSR. Over 30 years, rich experience in organizing paid veterinary services has been accumulated in accordance with the Civil Code of the Russian Federation, the laws of the Russian Federation "On Veterinary Medicine", "On Protection of Consumer Rights", the Federal Laws "On Limited Liability Companies", "On Joint Stock Companies", "On State Registration of Legal Entities and Individual Entrepreneurs" as well as the "Rules for the provision of paid veterinary services", approved by the Government of the Russian Federation on August 6, 1998.

Pricing is one of the key aspects of marketing veterinary services. The issues of marketing in the world are engaged long enough and fruitfully [6, 9, 11].

However, the interest in it has appeared in recent decades in Russia. The questions of pricing abroad were analyzed in the works of S. Fischer, R. Dornbusch, R. Schmalensee [7], P. Moreau [10] and B. Hodges [8].

Studies of Russian authors have shown the main factors and methods of pricing in the sphere of rendering paid veterinary services [3]; recommendations on the formation of prices for paid veterinary services have been performed by the institutions of the State Veterinary Service of the Russian Federation [2]; the rates for paid veterinary services have been improved [1, 4, 5].

MATERIALS AND METHODS

Studies were conducted on the basis of materials taken from 19 subjects of the Russian Federation. The method of establishing rates for paid veterinary services was developed by the Department of Organization of Veterinary Affairs of the Kazan State Academy of Veterinary Medicine named after N.E. Bauman.

RESULTS AND DISCUSSION

In accordance with the current veterinary legislation of the Russian Federation, paid veterinary services render:

- state veterinary institutions: district and city stations for the control of animal diseases, veterinary laboratories, state laboratories for veterinary and sanitary examination in food markets, precinct veterinary clinics, veterinary stations, veterinary stations and other institutions;
- commercial veterinary institutions: veterinary clinics, laboratories, pharmacies, cooperatives, small veterinary enterprises, veterinary associations and societies and other institutions;
- veterinary specialists engaged in veterinary business on the basis of individual labor activity.

The paid veterinary services include:

- clinical, therapeutic and preventive, veterinary and sanitary measures: therapeutic, surgical, obstetric-gynecological, anti-epizootic, sanitary-hygienic, etc.;
- laboratory studies (except for studies on especially dangerous diseases, studies to establish the role of objects under the control of state supervision, when people develop disease and planned radiological studies at controlled sites);
- veterinary and sanitary examination of food products sold in markets, fairs and other trade places (except for meat research on trichinosis);
- studies on pregnancy, reception and transplantation of embryos and other measures related to the reproduction and reproduction of animals;
- approbation and production tests of unregistered drugs;
- consultations on the issues of livestock and veterinary medicine;
- production of veterinary drugs;
- training and retraining of veterinary personnel.

The consumers of paid veterinary services are:

- agricultural enterprises engaged in the production of products and raw materials of animal origin;

- enterprises engaged in the maintenance of unproductive, small domestic and wild animals for personal or co-educational needs, cultural and aesthetic purposes;
- citizens who own animals of different types and different needs;
- citizens engaged in the production, sale, storage, processing of products and raw materials of animal origin, etc.

The implementation of paid veterinary services is arranged according to the list of paid veterinary services established by the Government of the Russian Federation, prices, tariffs and rates set by the executive authorities of the constituent entities of the Russian Federation or by veterinary institutions (state and commercial), in accordance with the recommendations of the Ministry of Finance of the Russian Federation, Development of the Russian Federation, the Ministry of Agriculture of the Russian Federation.

The variety of types of paid veterinary services requires a differential calculation of rates in each constituent entity of the Russian Federation, even in individual veterinary institutions, which experience considerable difficulties in their calculation.

In the world practice of pricing in the field of veterinary medicine, there are 5 main factors:

- 1) costs of production and sale of veterinary services;
- 2) the relationship between the rates and the volume of consumption of veterinary services;
- 3) participants in the distribution channels of veterinary services;
- 4) competition in the provision of paid veterinary services;
- 5) governmental acts on pricing in the field of paid veterinary services.

The practice of developing tariffs and prices for paid veterinary services can include 9 basic methods of pricing:

- 1) on the basis of average costs (it is used most often to establish rates for paid veterinary services in certain subject of the Russian Federation);
- 2) on the basis of marginal costs (applied in a particular veterinary institution);
- 3) provision of the target profit (setting of tariffs and prices based on the desired profit);
- 4) on the basis of the perceived value of the veterinary service (established by the study of demand or trial application of the estimated rate);
- 5) taking into account the level of existing tariffs or rates for similar veterinary services of competitors;
- 6) non-linear pricing (different tariffs and prices for different consumers);
- 7) “predatory pricing” - the establishment of deliberately low tariffs and quotations for veterinary services;
- 8) oligopolistic pricing - the establishment of tariffs and prices by the dominant veterinary firms with the tacit consent of others;
- 9) two-component tariffs are established in the conditions of natural monopoly: fixed for the right to receive paid veterinary services and differentiated for each type of service.

The RF Ministry of Finance recommends 3 ways to develop tariffs and prices: regulatory, structural and expert. The normative method is applied in cases when there are standards for labor, material inputs and other components of tariffs and rates. The structural method is used when there are no cost standards, but there are reporting data for all types of costs of veterinary institutions that are part of tariffs and prices. The expert method is used in the absence of regulations and actual costs for the composition of the structure.

The staff of the Department of Organization of Veterinary Affairs of the Kazan State Academy of Veterinary Medicine named after N.E. Bauman has been developing tariffs and quotations for paid veterinary services for 20 years at the request of the executive authorities of the subjects of the Russian Federation in the field of veterinary medicine, as well as state veterinary institutions of rural municipal districts and cities.

The prices for veterinary services for different types of animals during the year, quotations for certain types of paid veterinary services for veterinary services of the Republics of Tatarstan, Bashkortostan, Udmurtia, Buryatia, Chuvashia have been established; the Kirov, Samara, Ulyanovsk, Volgograd, Tula,

Voronezh, Ryazan, Leningrad, Kaliningrad, Belgorod, Kaluga Regions; the edges of Khabarovsk, Krasnoyarsk, Krasnodar, etc. (Tables 1, 2, 3).

The prices presented in Table 1 include the total costs for veterinary services of one animal of a different species and production group, which is the total cost price, taxes according to the current rates and rates approved by the Government of the Russian Federation, and planned accumulation. They are used to conclude contracts for veterinary services, which are the basis for economic mutual settlements.

Table 1: Prices for Veterinary Services for an Animal per Year

Kind and Age Groups of Animals	Prices, rub.	
	In agricultural enterprises	in personal part-time farms
Cow	672	800
BredHeifer	500	590
Young Cattle over 1 Year Old	460	460
Young Cattle Older than 6 Months	380	390
Sow	700	650
YoungPigs	100	120
Sheep	130	118
YoungSheep	100	90
Horse	500	560
YoungHorses	270	250
Fowl	2	15
Dog	-	400
Cat	-	180

Prices for certain types of veterinary works (Table 2) are used to meet single requests of agricultural enterprises and owners of animals when payment for the work performed is based on the amount of work performed and the price per unit of work on the basis of an oral agreement or guaranteed subscription for veterinary servicing of agricultural and unproductive animals.

Table 2: Prices for Veterinary Work Performed in the Maintenance of Animals

Services	Prices, rub.
Services for Maintaining of Farm Animals	
Introduction of the magnetic probe to the cow	740.0
Ultraviolet irradiation of animals with stationary and portable devices	129.0
Treatment of calves with bronchopneumonia	150.0
Simple operation (on abscesses, hematomas) on large animals	194.0
Treatment of large animals with diseases of the extremities	258.0
Treatment of cattle with atony (hypotension) of pre-utero	226.0
Treatment of large animals in poisoning	582.0
Gynecological examination of cows by rectal route	452.0
Separationafter a cow	814.0
Treatment of sick cows with mastitis	233.0
Deworming	75.0
Group treatment against entoparasites of large animals	107.0
Services in the Maintenance of Unproductive Animals	
Taking samples of venous blood	120.0
Capillarybloodsampling	80.0
Taking a scraping for skin diseases	100.0
Study of feces for helminthiasis	160.0
Biochemicalbloodtest	1,200
Generalurineanalysis	200.0
Fluorescentdiagnostics	90.0

Vaccination complex	200.0
Injection intramuscularly	40.0
Treatment of the auricles	160.0
Ultrasound of the abdominal cavity organs	500.0
Deworming	60.0

Such prices are established for more than 500 types of veterinary services on individual lists of paid veterinary services, established by the executive authorities of the subjects of the Russian Federation in the field of veterinary medicine and state veterinary institutions of municipal rural areas and cities. They reflect real costs for the implementation of paid veterinary services and planned accumulation of state veterinary institutions necessary to create a modern material and technical base and material incentives for veterinary specialists performing effective paid veterinary services. The prices developed by us are approved by the heads of the executive authorities of the subjects of the Russian Federation in the field of veterinary medicine and are used during the period of their validity. It is recommended that they should be indexed taking into account the ruble's inflation.

Individual rates have some fluctuations associated with economic conditions of functioning of state veterinary institutions in the subjects of the Russian Federation.

Table 3: Prices of Laboratory Studies and Veterinary and Sanitary Examination of Products of Animal and Vegetable Origin

Services	Prices, rub.
Serological Tests:	
Rheumatology Clinical Trial	34.4
Complement Fixation Test	68.4
ELISA Test	360.0
Microagglutination Reaction	200.0
Precipitation Test	26.0
Bacteriological Studies:	
Meat	600.0
Milk	240.0
Egg	240.0
Comprehensive Research:	
Brucellosis	1,000
Erysipelas	750.0
Virological Studies:	
Aujeszky's Disease	1,200
Newcastle Disease	1,100
Veterinary and Sanitary Examination:	
Beef, Carcass	360.0
Pork	390.0
Milk, 10 kg	50.0
Honey, 5 kg	250.0
Egg, 100 pcs.	70.0

The prices for laboratory studies of pathological and biological material are developed for bacteriological, virological, serological, pathomorphological, histological, biochemical, radiometric, radiochemical and other methods of investigation for more than 1,000 types of veterinary services. They reflect the individual labor, material and financial costs of veterinary laboratories of different subjects of the Russian Federation and have significant fluctuations associated with socio-economic conditions for the implementation of laboratory research, the use of different technologies and techniques, reagents and biologics. Prices for veterinary and sanitary examination of products of animal and vegetable origin also have significant fluctuations. Such individual prices are developed for 200 types of paid veterinary services.

Long-term experience in organization of paid veterinary services allows to optimize the individual costs of veterinary institutions and specialists and create typical rates for such paid services on the scale of the subjects of the Russian Federation. Recommendations on the formation of prices for paid veterinary services and a list of paid veterinary services are developed by the Scientific and Technical Council of the Ministry of Agriculture of the Russian Federation and approved.

CONCLUSION

1. The Russian Federation has developed and adopted regulatory documents for management in the implementation of paid veterinary services, which are used by the veterinary institutions of the State Veterinary Service and veterinary specialists engaged in paid services.
2. The recommendations on the formation of prices for paid veterinary services, which are approved by the Scientific and Technical Council of the Ministry of Agriculture of the Russian Federation, are developed.
3. Paid veterinary services in the field of veterinary care for agricultural and small domestic animals, veterinary and sanitary measures, laboratory studies of biological materials, veterinary and sanitary examination of products of animal and vegetable origin are successfully being carried out.

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