

Supplementary Material: Table S1. Summary of survey free text themes identified by use of NVivo

Question	NVivo Summary
Onboarding cost recovery	
Before (n = 3)	<ul style="list-style-type: none"> • Partial professional billing • Fees • Pharmaceutical markup
After (n = 11)	<ul style="list-style-type: none"> • Partial professional billing • Fees • Pharmaceutical markup • No cost recovery • Case-specific
Factors affecting frequency of onboarding update	
Before (n = 8)	<ul style="list-style-type: none"> • Dependent on client frequency • After client discussions • Dependent on prescriptions required • At pregnancy check or semen testing • If there are concerns
After (n = 16)	<ul style="list-style-type: none"> • During farm visits • Not specified • After client discussions • Dependent on prescriptions and protocols
SOP for herd health guidelines	
Before (n = 5)	<ul style="list-style-type: none"> • Basic guidelines • Herd-dependent • Clients are resistant
After (n = 5)	<ul style="list-style-type: none"> • Basic guidelines • Herd-dependent
Factors affecting frequency of herd health updates	
Before (n = 10)	<ul style="list-style-type: none"> • Herd health issues • Frequency of client • Not specified • Based on new products • Client-specific
After	<ul style="list-style-type: none"> • As needed • Not specified • Based on new information
Access to antimicrobials after-hours	
Before (n = 19)	<ul style="list-style-type: none"> • Brought animal into clinic • Vet examined on-farm • Obtain at clinic by phoning; case by case • Wait until clinic opened • VCPR-dependent • Left behind at clinic • Over the counter • Not applicable
After (n = 15)	<ul style="list-style-type: none"> • Obtain at clinic by phoning • Brought animal into clinic

Question	NVivo Summary
Client concerns (n = 15)	<ul style="list-style-type: none"> • Vet examined on-farm • Case-by-case basis • VCPR-dependent • Wait until clinic opened • Do not wait for prescription • Concerns from irregular clients • Decreased access • Decreased convenience • Increased price • Causing conflict for staff • Reduced choice • No concerns • Losing clients
Final thoughts (n = 43)	
Reactions to new regulations	
Client	<ul style="list-style-type: none"> • Frustration • Acceptance • More negative feedback from smaller or infrequent clients
Vet	<ul style="list-style-type: none"> • Some client adaptation
Impact	<ul style="list-style-type: none"> • Necessary and important changes
Client	<ul style="list-style-type: none"> • More on infrequent clients, less with existing • Increased communication with clients • Increased control over antimicrobials
Vet	<ul style="list-style-type: none"> • Some increased and some decreased client load • Increased burden of time required • Some did not change prescribing practices
Needs of veterinarians	<ul style="list-style-type: none"> • Infrastructure supporting tracking prescriptions and prescribing guidelines