



Solutions For A Reusable and Green Future

From a clinical perspective

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Situation

- What components make sense?
 - Reusable's or disposables?
- How does the decision get made?
- How do you combine the two?

. . . But, the dynamics of reusables vs. disposables, the competition and understanding the customer come first . . .





Reusable vs. Disposable

Why reusable textiles are greener than disposables:

- The Environment
- Cost
- Efficacy
- Comfort
- Logistics



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Reusable vs. Disposable

The Disposable companies spin on the negatives about reusables:

- The Environment
- Cost
- Efficacy
- Comfort
- Logistics



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If Reusable is Green, why is reusable surgical business continuing to slip away?

- Taking Charge
- Knowing your competition
- Knowing your customer
- Relationship



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Taking Charge

- What does the customer know?
- Where does he/she get their information?
- How do we level the playing field?
- Are we proactive or reacting?
- Are we educating?



Knowing Your Competition

- Take the time to SWAT your competitor
- Understand how their product meets your customers needs
- Understand competitors relationship and strategy
- Custom Packs and the relationship to customer needs and disposables



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Know Your Customer

- Relationships
- Staff shortages
- OR wait times
- Storage issues
- Lack of educational funds and opportunities
- General financial constraints
- Requirements of surgical procedures
- Performance standards/staff and product efficiency
- Limitations
- Custom Packs ability to address OR needs



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The Relationship

- How does your customer view your service
- Do you understand their expectations
- Professional image
- Facility tours
- What is their 'First impression' when they walk through your doors
- Are you selling/promoting or announcing?



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Expectations/Image/Outcomes

- Know what the customer:
 - Wants
 - expects
 - needs
 - to feel secure with what you can deliver





Getting Real

What really makes sense reusable or disposable?

- Where does it make sense to compete
 - Ex: Specialty Drapes
 - “Shower Curtain Drape”



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Getting Outside the Box

- Service and solution oriented
 - Can you supply disposable items?
 - Others currently do
 - Are you focusing on customers needs or your own?
 - How are you competing to meet the needs that a custom pack does
 - Box out the disposable competitor
 - Hybrid programs





Hybrid Solutions

- Hybrid solutions offer the best of both worlds
- Combines reusable with disposable solutions where it is feasible in a custom pack
- Offers a custom pack with a green conscience
- Promotes ‘Green Conscience’ overall





Focus on Solutions

Hybrid Custom Pack Solution

- Less garbage
- Decreases touch points by all staff
- Enhances staff efficiency
- Less opening of sterile items, saves time, increases safety
- Decrease room turn over time





Focused on Solutions

- Allows staff to focus on patient care vs. stocking and prep time
- Saves cost of additional inventory
- Allows more efficient use of storage space
- Creates a green solution, less garbage
- Allows use of reusables where it makes sense while offering benefit of disposable where it is critical



Realistic Approach to a Hybrid Program

- Start with basics
- Reclaim the sensible
 - Mayo stand covers
 - Gowns
 - Table covers
 - Towels



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Become Education Oriented

- Opportunity through teaching AAMI/CSA Guidelines to end-users
 - EX:
 - What gown is appropriate for the type of procedure and what is the ‘Best Practice’
 - Case needs are based on types of procedures



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Summary

- Know your competition and what they sell
- Know your customer, their needs and expectations
- Offer solutions that make sense, either reusable or disposable and maybe from “outside the box” and outside of your comfort zone



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