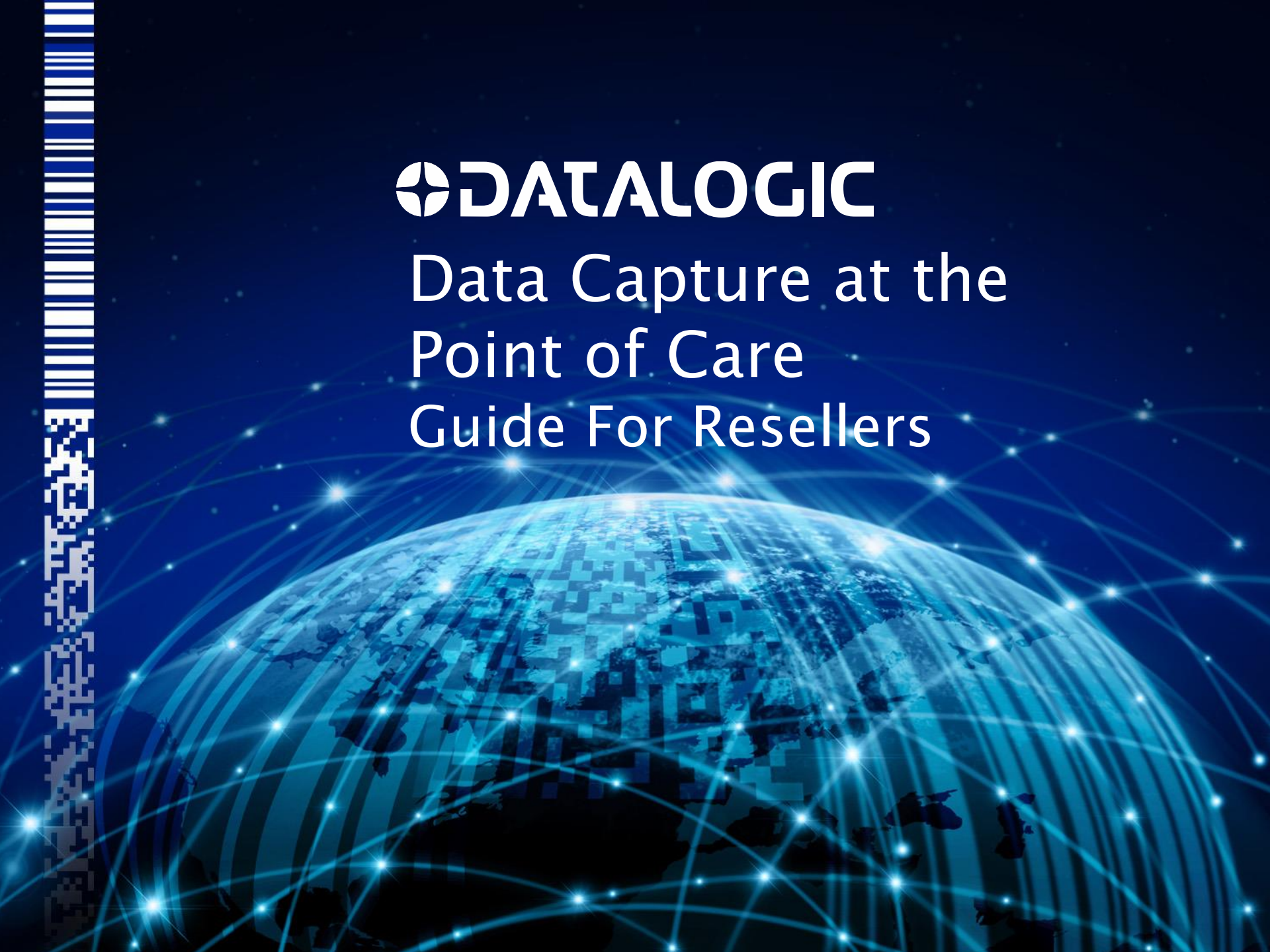




Data Capture at the Point of Care Guide For Resellers



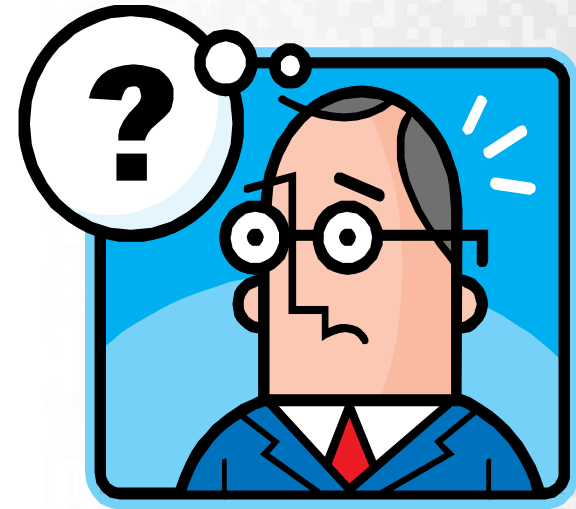
Today's Topics

- What's Driving Healthcare?
- Hospital Applications
- Differentiators & Alternative Solutions
- Healthcare Certifications / Partners
- Wrap up / Q & A

Understand the W's of Healthcare



- Who?
- What?
- Why?
- When?
- Where?



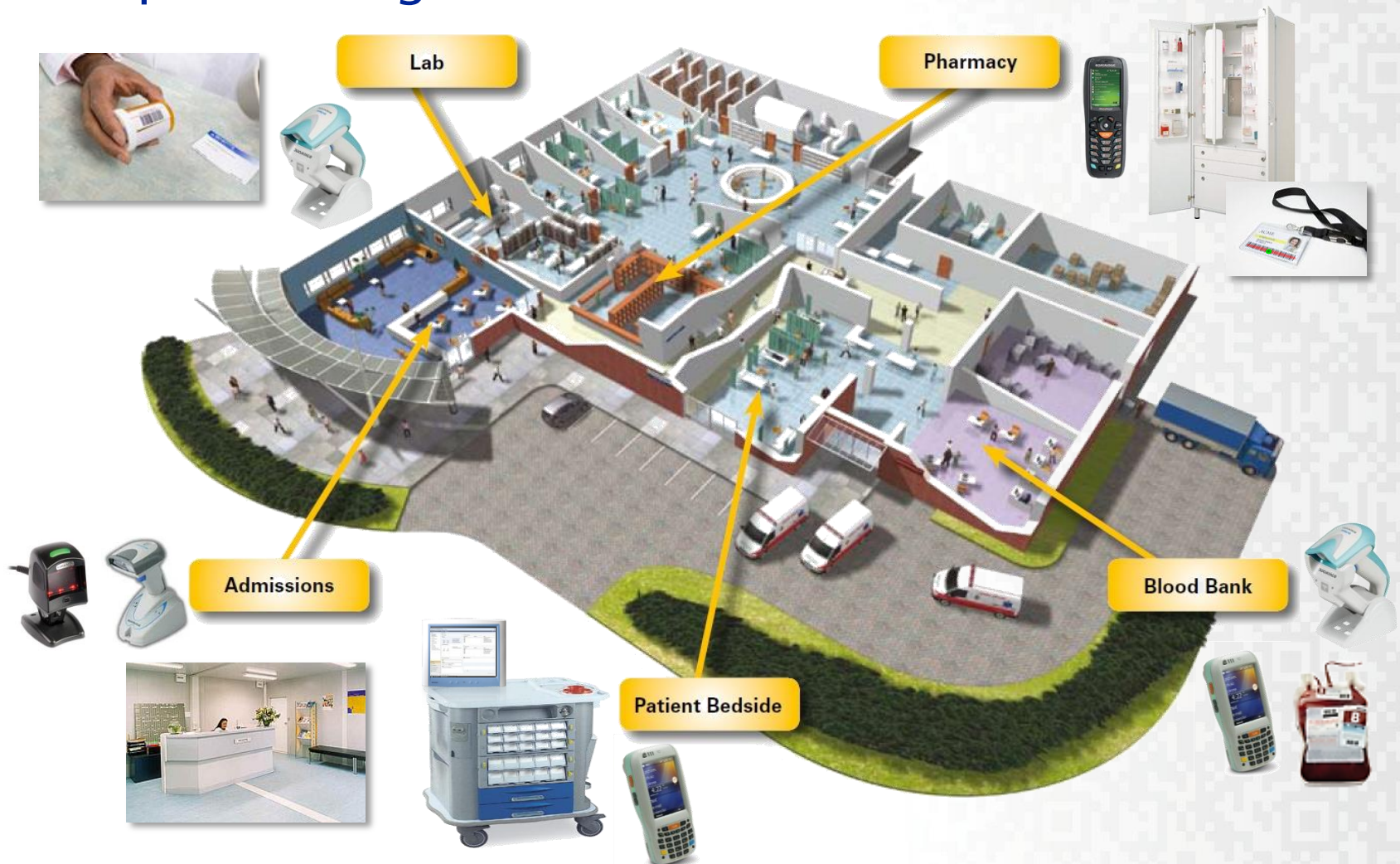
What's Driving the Demand

- ARRA (American Recovery and Reinvestment Act) set aside **\$19 billion in the U.S.** from 2011-2015 for hospitals to satisfy government mandates
- 5,315 hospitals in the United States / EST ½ have NOT met requirements
- 7 out of 15 Measures hospitals must meet to satisfy “Meaning Use” involve Medication administration – Bar coding is essential for tracking dispensed medication and verification of patient identity.
- Continuity of Care between Caregivers

Some amazing facts....

- Drug related mortality lawsuits = \$77 Billion year
- 98,000 deaths contributed by medical errors
- Studies show that many medication errors (39%) occur at the time prescribers order medications
- 45% of Americans have been affected by incomplete medical charts and drug interactions

Meaningful Use: Implementing Hardware



FDA has migrated from 1D to 2D codes

1D



UPC-A



**UPC-A with 5-Digit
Supplemental Code**



EAN Bookland



****Code 39**

****GS1 DataBar**



****Composite EAN, UCC
Expanded Stacked**



****Composite
EAN, UCC, UPC-A**



****GS1 DataBar Stacked
Omnidirectional**

2D



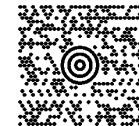
****Data Matrix -wristband**



****Aztec Code – Meds**



QR Code



Maxicode



PDF417

Healthcare Customers using Scanners

- #1 Hospitals and Hospital Systems
- Medical Device Companies
- Pharmaceutical Companies
- Lab and Specimen testing
- Medical Manufacturing Companies
- Durable Medical Equipment

Infection Control Initiatives Prevent HAI's

Spraying is Not Enough

- Most EPA-registered disinfectants suggest a 10-minute dwell time. Otherwise, the disinfectant may not be as effective. Spraying a surface followed by a quick wipe with a paper towel is not sufficient to reduce bio-load.
- Centers for Disease Control Guidelines for Infection Control in Health Care Facilities suggest the disinfection of computer equipment stored on rolling stands, should be done *several times a day* prior to entrance and upon exit of a patient care area/room.

Identify Differentiators:

ISO22196 Certified Healthcare Enclosures

Anti-Microbial

- Silver ION additives mixed with plastics during manufacturing.
 - Inhibits the growth of microorganisms such as germs and bacteria (ISO22196)

ISO22196 Certification

- The ISO 22196 method is designed to quantitatively test the ability of plastics to inhibit the growth of microorganisms or kill them.
Managed by EPA
(environmental protect agency)



Alternative solutions for Bluetooth

Hospitals with BT interference issues?

Bluetooth / WIFI - 2.4 ghz /802.11 = **OVERLOAD!!**

STAR Frequency – 910mhz = **WIDE OPEN 😊**



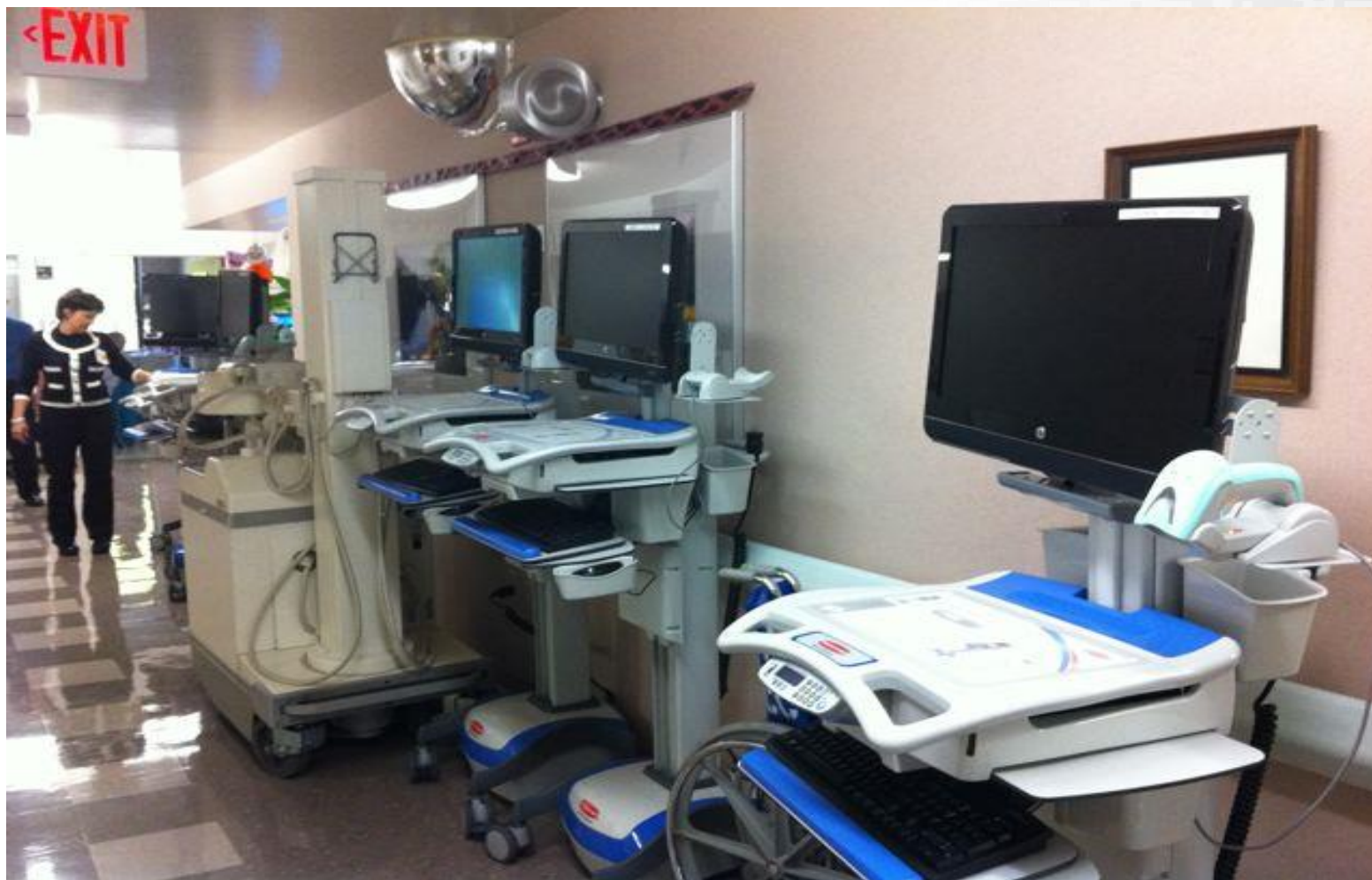
Hospital Applications

Bedside Point of Care

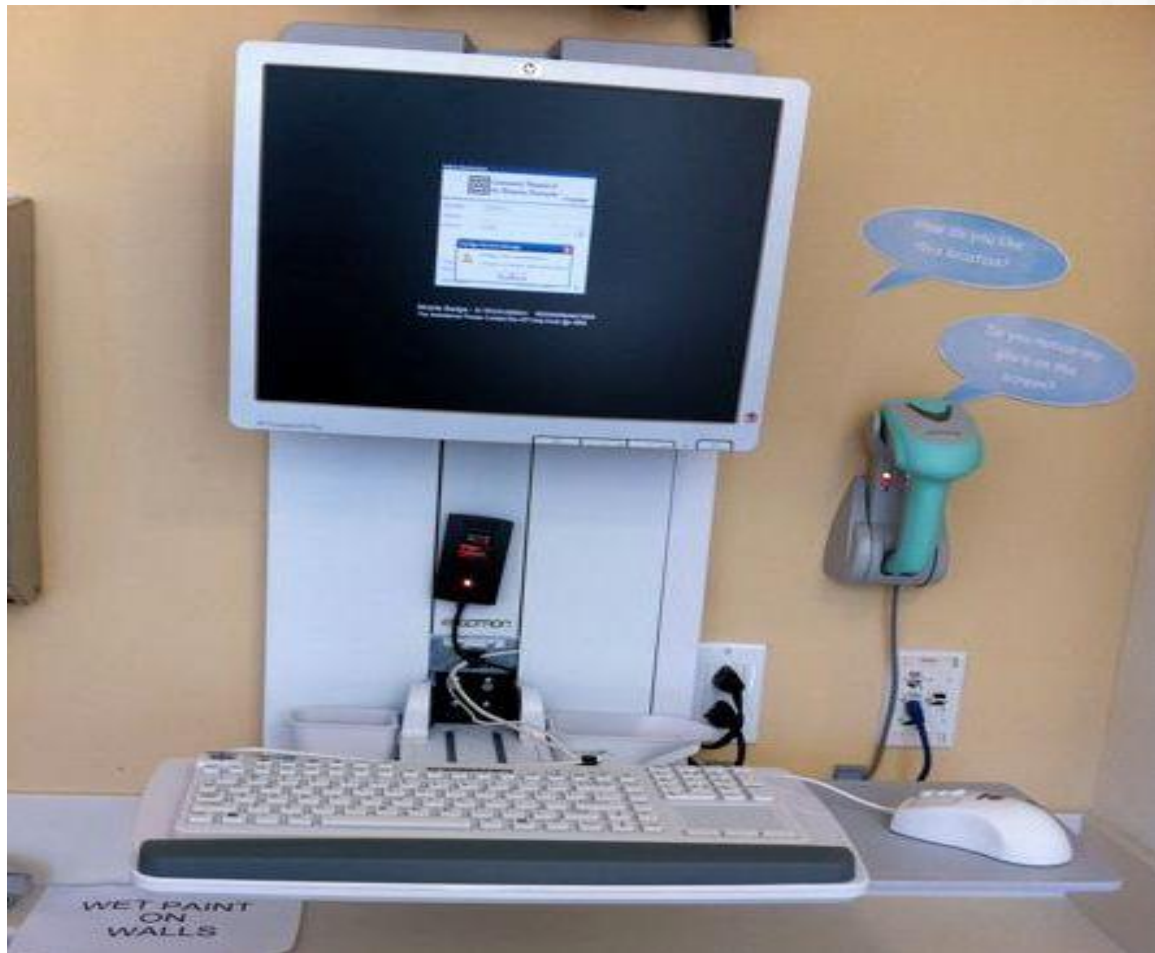
- Verify patient and view medical chart orders
- Turn off beep when patient is sleeping
- Green Spot – for additional good read/perfect match visual feedback



Mobile Cart



Wall Mount



Pharmacy

- Track and trace medicines from hospital pharmacy to patient
- Hands-free reading capability and mobility
- Green Spot – for efficient good-read feedback
- Enhanced motion tolerance for use with a stand



Laboratory

- Tracking samples from patient to test results
- Hands-free reading capability
- Enhanced motion tolerance
- Green Spot – for efficient good-read feedback



Blood Bank

- Track and trace blood bags from cold storage to its bedside delivery
- Pick-Mode to read exact code on bag
- Green Spot – for additional good read/perfect match visual feedback



Sterilization and Decontamination



- Tracking surgical instruments while they are cleaned, prepared, processed, stored, and issued for patient care.
- Scanning technologies facilitate precise logistical inventory management of trays and peel packs as they move throughout your sterile processing

Direct Part Marking (DPM)



- Surgical instruments are extremely difficult to tag with labels/RFID
- Direct Part Marking (DPM) Technology is most suitable
- Bar code is encoded directly on the instrument using laser etching, dot peening/embossing

Inventory Management



- Facilities optimize the use and distribution of inventory
- Have a real-time visibility across your organization
- Purchase the correct inventory in the right amount to meet hospital demand, while eliminating slow-moving, obsolete inventory to leads to higher profits and better cash flow.

Datalogic Software Partners



Ease of Biz

- Deal Registration - Protect you in the deal
 - What to do ? Call Gina
- Demos – You need them fast!!
 - What to do? Call Gina
- Device Fairs – Support in the field / customer meetings
 - What to do? Call Gina
- Price Exception – Need aggressive pricing to win?
 - What to do? Call Gina

Forecasting - Products are never back ordered

- What to do? Call Gina



THANK
YOU