



INDUSTRIAL



MEDICAL



DENTAL



## Connecting with our customers: IAHCSMM & AST

When someone says the word 'Hospital' many things come to mind; illness, doctor, emergency, expense. But one group that doesn't get the recognition they deserve is the core of hospital operations: Central Sterile/Supply. Every hour of every day this group of hard working professionals make the procedures safer for the patients and the clinical staff. Without them there are no clean and sterile instruments or

complete sets of instruments for the many difficult procedures that take place during the course of the day in a hospital.

We at Certol would like to take this opportunity to thank the many surgical technicians and central supply staffers around the country. These professionals do so many things in hospitals, that many overlook, critical to the function and quality of service provided. We would also like to recognize that from

**October 12-18, 2009, hospitals will be celebrating National Healthcare Central Service & Sterile Processing Week.**

This is a much deserved week long recognition of their hard work and continued pursuit of perfection. Knowing how each instrument needs to be cleaned and prepared makes all the difference when it comes to patient safety. We appreciate their continued search for better ways to clean and prepare the most critical of instruments in all operatory settings.

It is for these reasons that Certol supports organizations like the International Association of Hospital Central Service Materiel Management (IAHCSMM) and the Association of Surgical Technologists (AST). Our ongoing support of these organizations has helped us find new and better ways of making products that make instrument reprocessing procedures better and faster. The development of our quadruple enzyme

ProEZ foam product would not have happened without the input of concerned parties about needing a product that will both clean and protect instruments from corrosion while they wait to be processed. We will continue to support both of these very important groups as we continue to deliver the very best in infection control products across the country. So on your next visit to the central sterile department in your area be sure to show your appreciation. You can also contact Steven Cederberg ([scederberg@certol.com](mailto:scederberg@certol.com)) to receive part of a limited number of promotional items for Central Sterile staff.



### DID YOU KNOW?

The quickly spreading H1N1 flu virus has been classified in the same category as Influenza A1.

- Environmental Protection Agency

# Selecting the Right Disinfectant for Your Facility

"Killer at Large" "Safeguard your Reputation!" "Are You at Risk?"

Infection control product manufacturers gain attention with sensational headlines. Help your customer/clinicians become informed consumers of disinfectant chemicals:

- Follow CDC guidelines. Use a tuberculocidal disinfectant in healthcare settings where blood and mucous spatter is likely. Some products labeled as "hospital disinfectants" are low level quaternaries lacking TB kill. ProSpray™ and ProSpray™ *wipes* are intermediate level disinfectants with lab verified TB kill.
- Cleaning matters. Many of the antibiotic resistant organisms now creating havoc in healthcare are carried in the environment via hands and human soils.

The focus on killing must be redirected to procedures that include careful, persistent cleaning. ProSpray products feature a water based formula with very effective cleaning agents.

- Compliance is essential. The strongest, fastest disinfectant in the world is useless if professionals do not use it frequently and consistently.
- Read labels and know the active agents in your disinfectant.
- Disinfectant choice is a trade-off: high alcohol and bleach products are fast killers but affect persons and equipment; water based products are better cleaners, easy on equipment and people but do require more contact time.

## Selling Point:

Pre-cleaning non-submersible power equipment with ProSpray *wipes*:

OR staff and Central Service technicians face a considerable challenge with power drills and related electronic equipment used in surgical procedures. Such items are heavily contaminated with sticky blood and connective tissue soils but cannot be immersed in cleaning solutions. In addition, most of the power drills require partial disassembly for processing. Central Service staff prefer a disinfectant for additional protection during this process but disinfectants containing alcohol or bleach are likely to damage equipment over time. Alcohol is also a poor cleaner, binding protein soils to surfaces. Quaternary ammonium disinfectants are low level and are not recommended in the presence of blood contamination. All of these dilemmas are solved with ProSpray *wipes*. They combine

powerful detergents and wetting agents to remove even sticky blood soil, no immersion is required, and the water based formula will not affect electronic and power equipment surfaces. ProSpray *wipes* also feature EPA registered TB kill, meeting the CDC requirement for disinfection in the presence of blood.

## How to inservice the application of ProSpray *wipes* disinfectant and cleaner:

Use The Two Step Process:

1. Clean and remove soils from the powered device with one or more ProSpray *wipes*. Discard used wipes.
2. Use one or more fresh wipes to reapply disinfectant. We also recommend that the disinfectant residue be wiped off with a damp paper towel after 10 minutes. The exterior of the powered device is now clean, disinfected and ready for further disassembly and processing.



## Stop the Spread of H1N1 with Proper Disinfecting Techniques

1. Make sure your disinfectant, like ProSpray, has been tested effective against the A1 strain of influenza. This covers both the seasonal flu and the emerging H1N1 strain.
2. Disinfect all common contact surfaces in and around your facility. This includes door handles, railings, telephones and computer keyboards. Be sure to read the manufacturer instructions for compatibility with your disinfectant.



## GOOD CLEAN FUN

A woman calling a local hospital said, "Hello I'd like to talk to the person who gives the information regarding your patients. I'd like to find out if the patient is getting better, doing as expected, or is getting worse."

The voice on the other end of the line said, "What is the patient's name and room number?"

The lady said, "Sara Finkle in room 302."

"I will connect you with the nurses' station."

"3-A Nursing Station. How can I help you?"

"I would like to know the condition of Sara Finkle in room 302."


"Just a moment. Let me check her records. Oh yea, Mrs. Finkle is doing very well. In fact she had two full meals and all of her tests have come back with excellent results. She is going to be taken off the heart monitor and with continued improvement the doctor could send her home Tuesday."

"Thank God," the woman replied, "That's wonderful news!"

The nurse replied, "From your enthusiasm, I take it you are a close family member?"

"Not exactly. I'm Sara Finkle in room 302 and no one tells me anything around here!"

## Product Highlight: ProEZ foam™



Cleaning instruments is the first step in patient safety. If the cleaning of an instrument before sterilization is inadequate, sterility cannot be assured. To make the job of central sterile easier choose the best pre-cleaner on the market, ProEZ foam. The industry leader continues to improve on the first foam pre-cleaner on the market by making it the first and only available with four enzymes! The added cleaning power of two additional enzymes ensures that you will start cleaning all soils on instruments on contact.

Great for:

- Instrument pre-cleaning
- OR Suites
- Emergency Rooms
- Labor and Delivery
- Ambulatory/ Day Surgery Centers

## Desperately Seeking Service -

*Your Customer Service Questions Answered*

### What should I do if my product arrives damaged?

Please call customer service right away. Scan and assess the damage. Do you need to refuse the goods? Are you able to salvage most of it (repackage) and contain/destroy what is damaged? If you are unsure, contact us for further information and clarification. Take pictures of the damage and document how much is damaged. Let us know if new boxes need to be sent.

All shipments out of our warehouse have been through various stages of quality control and leave in top condition, undamaged.

During the course of the shipment, it is possible that goods can be damaged if not properly secured or handled. We take precautions in packing the materials to prevent this from happening, but even with precautions, damage sometimes occurs.

We ask that you inform us immediately so that the situation can be rectified and the proper paperwork completed. Customer service can be contacted at 1-800-843-3343 Monday through Friday 7am to 5pm (MST).

## WELCOME ABOARD

Certol is pleased to welcome Jim Plant and Mark Arpag to our Independent Manufacturer's Representative Group. They will be covering New York State.

## Getting the Word Out

**D**id you know that Certol provides free, customized literature? If that phrase sounds familiar, it should! We send reminders about marketing materials that are available to your company with nearly every correspondence. Many of these can be customized with your company's name and logo printed on the marketing piece.

We have a variety of options and are open to new ideas you may have if we do not have literature that targets your market, including the following:

- Looking for sell sheets, or package inserts that draw customer attention to Certol products? We have several different formats available that can be made to order with your information.
- Attending a show or having an event and looking for give away items? We have promotional samples of a variety of Certol products that can be obtained free of charge on a limited basis.

Contact Steven Cederberg in Marketing at 1-800-843-3343 for more details.

## Up-to-Date in 2010

**C**ertol is continually updating our products to more modern labels and it is important to us to keep you up to date and avoid customer confusion. We need your help to do this.



Updating Certol logos and literature frequently and consistently across your product lines serves an important purpose. Hard copies and links to outdated product profiles and MSDS should be replaced to make sure your customers are receiving the most accurate information available. Replacing product photos and logos that have changed with time helps potential customers identify with the branding and helps to build brand loyalty with our products.

We have recently redesigned our website layout to better serve you and your customers in search of our quality infection control products. All of the most current product information, MSDS and product profiles, are collected on a single product page. We also have our FTP site available to your for product description and image updates. If there is a specific product you need and cannot find it on the FTP please don't hesitate to call us at 1-800-843-3343 for assistance.

Many of our customers have already been contacted or have contacted us to request updated marketing materials. We are working to contact everyone, but don't wait for us to contact you. Be proactive and give Customer Service a call today!

**CERTOL**<sup>®</sup>  
INTERNATIONAL, LLC  
6120 E. 58th Ave.  
Commerce City, CO 80022