

# Are You on a Slippery Slope? How Certol ProLube™ products meet AAMI ST79 Standards

There is a well-publicized movement to reduce healthcare associated infections (HAIs) driven by ethical and financial concerns. Technicians and managers in Central Supply and Sterile Processing departments

are now under greater scrutiny by the Joint Commission (a hospital accrediting group) as a vital link for infection prevention. AAMI ST79 is a major quality benchmark used by Joint Commission site inspectors

to determine compliance with infection prevention protocols. AAMI is the Association for Advancement of Medical Instrumentation and their ST79 Standard is a comprehensive guide to cleaning and sterilizing surgical instruments.

instrument lubricants, specifically designed for compatibility with sterilization, may be used.” “Instrument lubricants containing mineral oil or other oil bases should not be used, except to lubricate the internal mechanism of powered instruments . . .”



Why is this of interest to Certol International and our industry partners and clients? Central Sterile Departments are major end-users of Certol detergents and other decontamination products. They depend on Certol quality products to make their work easier and more efficient.

How should we interpret this statement? First, the majority of instrument lubricants currently on the market, both concentrates for automated washers and ready to use sprays, are mineral oil based. They can be recognized by their opaque white appearance as the mineral oil is not soluble in water and exists as a suspension of mineral oil droplets. This opaque white color is where the common term “milking instruments” comes from. Mineral oil has the potential

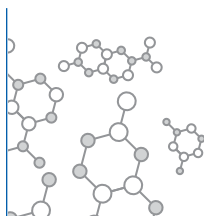
One of the many components of the ST79 document is a guideline statement about the appropriate properties of instrument lubricants. In section 7.5.6, from the latest 2009 updates we find this information: “Water soluble

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*Instead of “milking”, spot treat your instruments with ProLube RTU.*

## DID YOU KNOW?

One out of every four orthopedic surgeons has cut or will operate on the wrong limb at some point in his or her career.



# Certol Introduces ProRinse

ProRinse, launching officially in the month of January will complete the Certol System for automated washers in medical settings. The product, designed for low dosing in both instrument and cart washers, is an economical choice for those customers with particularly hard water.

ProRinse works as both a rinse and a drying agent. It is designed to be used at high temperatures and can be used either in conjunction with other Certol products or as a part of another regimen. Certol's detergents are designed to reduce the need for a rinse aid in most cases, but ProRinse can be useful in



cases of especially hard water or in lab settings where a large percentage of the loads contain glass.

Having trouble with spotting on your carts or instruments? Certol is offering free trials of ProRinse as part of our product launch efforts. Call customer service today at (800)-843-3343 to start your trial!

## Are You on a Slippery Slope?

*(continued from front cover)*

to interfere with sterilization as it creates a non-permeable oily layer between steam and the instrument surface.

Certol's ProLube Concentrate and ProLube RTU spray are currently the only mineral oil-free, totally water soluble lubricants available for the medical market. Using a food grade lubricant ingredient, Certol chemists have created a clear, non-toxic, true solution that improves function of jointed items without sticky, oily build-up. The ProLube product is available in both concentrated versions (order code #PLC) for

use in the lubrication cycle of automatic washer systems and in a ready to use spray (order code # PLR) for targeted application on jointed areas of clean instruments prior to packaging and sterilization.

Avoid the slippery slope of mineral oil based lubricants with ProLube !



*Mooove over milk bath!*

# MedAssets/Broadlane Merger Combines with new 3 Tier Pricing to Increase Certol Reach

One thing is certain in the business of medical supplies: change is constant.

The ever changing and complex world of GPOs is no exception. On September 14, 2010 MedAssets entered into an agreement to purchase Broadlane, and this agreement became final on November 30, 2010.

This merger represents great opportunity for Certol. Certol's longstanding contract with MedAssets (contract # MS01411) will soon be available to Broadlane members. This means more opportunity to get in front of decision makers at Broadlane facilities, and of course a great opportunity to increase sales of Certol products.

The announcement was very timely as Certol recently introduced three tier pricing to MedAssets to attract larger facilities and IDNs. The new pricing, based upon commitment



level and volume, will be extended to Broadlane members in the near future. The new pricing offers substantial savings for larger facilities while maintaining excellent pricing for smaller ones.

Although the Broadlane member facilities have not been made available to Certol for marketing efforts at the time of this article, it is expected that Certol's MedAssets contract will be extended to Broadlane members in the near future. We will keep you updated as we hear more.

## GOOD CLEAN FUN

A man was seen fleeing down the hall of the hospital just before his operation.

"What's the matter?" he was asked.

He said, "I heard the nurse say, 'It's a very simple operation, don't worry, I'm sure it will be all right.'"

"She was just trying to comfort you, what's so frightening about that?"

"She wasn't talking to me. She was talking to the doctor."

# Follow Us, Like Us, and Subscribe to Us



**YouTube.com/user/CertolInternational** – Find all of our newest video productions here first. We are creating new content for all of our products to help users identify proper techniques and new uses for the great products they already use.

detailed information and in depth analysis.

As we continue to grow these branding platforms we will become dynamically more transmedia. Print, video and interactive marketing will become the norm for all businesses and Certol will be leading the charge. So Follow us, Like us and Subscribe to us to be sure you don't miss any of the new and exciting announcements.

**Certol.Blogspot.com** – This is where users can find our most recent detailed information on products and events. Most of the content found here will be found in our other social outlets as well, but it will include more

The advent of social media, like Facebook and Twitter, has and will continue to change the way we do business and acquire new customers. Certol is committed to staying with this trend and has established many avenues for customers to connect with us.

**Twitter.com/CertolUSA** – Follow us here and be up to date on the biggest announcements as they happen! We also post news about shows and contests

as they develop along with new posts to our blog and announcements that we send out electronically.

**Facebook.com/pages/Certol-International** – Click here for event and product photos, a schedule of events and a variety of promotional material that is useful to customers and distributors alike.



## Lights, Camera, Certol!

We often receive calls from customers and distributors alike about how and where to use our products. The nature of the infection control business is different than normal products in that it requires additional safety procedures and equipment. We have started to produce instructional videos that cover product use and preparation of staff and equipment.

Our first videos are available to view at:

- [Certol.com/ProSprayVideo](http://Certol.com/ProSprayVideo)
- [Certol.com/ProEZfoam](http://Certol.com/ProEZfoam).

These are comprehensive collections that cover proper PPE (Personal Protective Equipment) selection and general tips for preparation and application of our products. Our plans are to expand the scope of these videos in the future to cover more practical product comparisons

and expanded description of the product features and benefits. Stay in touch with our social media outlets to get the newest videos as soon as they become available.



# Certol Hits the Road: Medical Trade Shows 2011

Certol is adding another group, SGNA (Society of Gastroenterology Nurses and Associates), to our national trade show list for 2011. As part of the plan, Certol will be arranging samples of our products to be delivered to attendee facilities after the show. We encourage distributors to work with us in setting up these sampling projects to better help facilities keep their products in stock.

While national shows are our biggest events, we are also putting together educational programs at smaller regional shows. Our first event is coming up in April of 2011. Be sure to check the Events page at [Certol.com/MedicalEvents.aspx](http://Certol.com/MedicalEvents.aspx)

Please contact Steven Cederberg at (800) 843-3343 ext. 300, or [scederberg@Certol.com](mailto:scederberg@Certol.com) for additional information or to start planning for one of these upcoming shows:



Show Name	Website	Meeting Location City	State	Dates
Buckeye Central Service Association	<a href="http://s2.webstarts.com/buckeyecsp">http://s2.webstarts.com/buckeyecsp</a>	Cincinnati	OH	April 16th, 2011
IAHCSMM	<a href="http://www.iahcsmm.org">www.iahcsmm.org</a>	Louisville	KY	May 2nd - 3rd, 2011
SGNA	<a href="http://www.sgna.org">www.sgna.org</a>	Indianapolis	IN	May 8th - 10th, 2011
AST	<a href="http://www.ast.org">www.ast.org</a>	San Francisco	CA	June 2nd - 4th, 2011



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