

**repertoire**

# THE BLACK BOOK

The 2014 Resource Guide for medical distribution reps.

# Is an antibiotic necessary?

Help your customer make a rapid determination...

**VIRAL** or **BACTERIAL**



## Infection Screening with the MicrosCRP<sub>200</sub>

The Micros CRP200 provides CBC and CRP test results within 4.5 minutes, which can quickly assist the physician in screening the probable cause of infection. Measuring and charting CRP values can prove useful in determining disease progress or the effectiveness of treatments.

The Micros CRP200 allows for CPT code reimbursement for each CBC and CRP. Additionally, the ICD-standardized code system may also apply.

Quicker intervention for diagnosis helps to improve the patient outcome and with only a small amount of whole blood! The sample size on the Micros CRP200 is 18uL when doing both CBC and CRP tests.

**HORIBA**  
Medical

# THE BLACK BOOK

**Publisher's Letter** .....4  
 The Top Physician Office Lab Tests .....6  
 CPT Codes for the Physician Office Lab .....8  
 POL Questions ..... 12  
 Physician Office set ups..... 14

**Tech Talks**

Scales ..... 18  
 Tables ..... 21  
 Women's Health ..... 26  
 Vital Signs ..... 30  
 New Product Showcase..... 36

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# A Book on Business



R. Scott Adams

Welcome to the 2014 Repertoire Black Book. For years, we published a special *Repertoire* supplement called the Resource Guide. In 2012, we decided not to publish the guide due to lack of interest by the manufacturers. This decision was not well received by distribution. We had a fairly good idea that the reps would miss the issue and they did!

Hence the redesigned and renamed Black Book. The Black Book will have many of the same resources and topics as the guide did (Physician Office Setup Guides, the most-used CPT codes, Tech Talks on Disease States, and Products). In addition, we are giving manufacturers the ability to include a product focus with tips on how to sell it in today's marketplace.

The added bonus to the Black Book is the articles, ads, and guides will be hosted in RepConnect under the listing "Repertoire's Black Book." RepConnect is a free app designed to make every distribution representative's life easier. Over 100 manufacturers have listings in the RepConnect app. If you use a BlackBerry, Droid, iPhone, or iPad you can access RepConnect today for free.

Thank you for all your support—as we hope this supplement reflects, we are dedicated to distribution and our manufacturing partners.

R Scott Adams  
Publisher, Black Book



# IDENTIFY INFECTIOUS CONJUNCTIVITIS



**Adenoviral conjunctivitis** is highly contagious, has a transmissible infection rate of up to 50%,<sup>1</sup> and can cause significant morbidity. The clinical signs and symptoms of acute conjunctivitis frequently overlap, causing misdiagnosis rates to climb as high as 50%.<sup>1</sup>

Commit to making an accurate diagnosis with **AdenoPlus**<sup>®</sup> – the first and only CLIA-waived, point-of-care test that detects all serotypes known to typically cause Adenoviral conjunctivitis.

## WHY ADENOPLUS?

- **Rapid:** results in 10 minutes
- **Accurate:** 90% sensitivity, 96% specificity<sup>2</sup>
- **Easy to use:** four simple steps
- **Cost-effective:** single-use, disposable test
- **Reimbursable:** CPT\* 87809QW

\*CPT stands for Current Procedure Terminology (CPT<sup>®</sup>) is copyrighted by the American Medical Association. QW modifier is added to CPT code to identify that the test is CLIA-waived.

[1] Kaufman HE. Adenovirus advances: new diagnostic and therapeutic options. *Curr Opin Ophthalmol* 2011;22:1-4. [2] 510(k) K110722: RPS Adeno Detector Plus<sup>™</sup> FORM-MKT-308.0

Accelerate your success with **AdenoPlus** – contact us today



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info@RPSdetectors.com

# The Top Physician Office Lab Tests

## **ANALYZERS – Large, Moderately Complex Chemistry**

Systems are floor or bench top systems that perform a wide range of chemistry tests for higher volume testing accounts. Comprehensive Metabolic Panels (CMP) and Basic Metabolic Panels (BMP) are common blood tests that provide the clinician with the overall health of a patient.

## **Hematology**

Bench top systems that perform Complete Blood Counts (CBC) to aid in the diagnosis of anemia, certain cancers of the blood, inflammatory diseases, and infection.

## **Immunoassay**

Bench top systems that test for the presence of antigens in a blood or fluid sample. Common tests include drug levels for digoxin and vancomycin; hormone levels like TSH and estrogen, and cancer markers like PSA. Infectious disease and Vitamin D testing are also common.

## **ANALYZERS – Small Point of Care, Waived Hemoglobin A1c (HbA1c)**

Hemoglobin A1c is a diabetes test that measures a person's average blood glucose level over the past two to three months, allowing the physician to ensure their patient is following the proper therapy to maintain appropriate levels of glucose – typically a small, bench top system or handheld device.

## **Lipid Panel**

Small, bench top or handheld systems that test for cholesterol, indicating a higher risk for cardiovascular disease.

## **Urinalysis**

Small, bench top systems that determine the overall health of a patient. Urinalysis is one of the most widely used screening and/or diagnostic tools.

## **PT/INR Coagulation**

Small, handheld monitor that tests for the blood's ability to clot, as well as how long it takes. Critical in reducing blood clots, strokes or excessive bleeding. Typically used to monitor patients on warfarin therapy, commonly known as Coumadin®.

## **Influenza A & B, RSV, Strep A**

Relatively new to the market, these small, bench top units provide an objective result – eliminates “visual” subjectivity and reduces repeat testing. Additionally provides data management – captures and stores results for all tests performed.

## **RAPID DIAGNOSTICS – Point of Care, Waived**

Strep A, hCG Pregnancy, H. pylori, Mono  
Common tests utilizing a finger stick, whole blood sample or urine – typically in a cassette or dipstick format as part of a kit.

## **Influenza A & B and RSV**

Seasonal outbreaks occur in the fall and winter months. These tests utilize a throat or nasal swab to collect the sample – typically in a cassette or dipstick format as part of a kit. In healthy adults, bronchitis and pneumonia (primary viral and secondary bacterial) are the most common complications of influenza.

## **Fecal Occult**

Test kits are either guaiac-based (more traditional) or immunochemical-based tests. In the guaiac-based format, the chemical guaiac is used to detect blood in the stool. In the immunochemical tests, antibodies are used to detect blood in the stool with no dietary restrictions for the patient. Also known as FOBT or iFOB tests, and is a screening device for colorectal cancer – the second leading cause of cancer deaths in the United States.



# Start here.

**Questions? We have answers.** Today's healthcare environment is evolving and often confusing. Our customers are constantly challenged by this rapidly changing system, which is why we developed **Answers for Healthcare**.

Our **OSOM**<sup>®</sup> rapid diagnostics team can help educate you and your customers to assist you in meeting these goals:

- Improve outcomes
- Create better patient experiences
- Lower costs
- Coordinated care
- Prevention

**Answers for Healthcare.** Awesome...yes, OSOM<sup>®</sup>.

# OSOM

To learn more visit [www.osomtests.com](http://www.osomtests.com) or contact your Territory Manager at 800-332-1042.



# CPT Codes for the Physician Office Lab

Reps can use the following list of vital CPT codes for the physician office lab to evaluate what tests fit their doctor's needs. It is comprised of some of the top tests performed in the POL. Other specialties may apply.

By Tim Dumas, The Lab Guy. Contact him at [tim@timdumas.com](mailto:tim@timdumas.com)

## Waived or POC testing

CPT	Test name	General purpose	Who needs it
G0434(QW), 80104	Drug Screening/ Toxicology	Screening for drugs of abuse	Family med, urgent care, employer health
81003	Urinalysis: dip stick	UTI, kidney stones, diabetes, multiple disorders	General health screen. Urgent care
81025	Urine HCG	Pregnancy test	Often needed before injections or procedures
87880	Rapid Strep	Dx, Strep A	Family med, urgent care, peds
87449	Mono Spot	Dx, Mononucleosis	Family med, urgent care, peds
87804	Influenza A/B	Dx, Flu	Family med, urgent care, peds
83036	A1C	Monitor diabetes	Family med, urgent care, peds, internal med
85610	PT/INR	Monitor coumadin therapy	Family med, urgent care, peds, internal med
82043/ 82570	Micro Alb Urine	Diabetic monitor for kidney disease	Family med, urgent care, peds, internal med
82465	Cholesterol screen	Screen for high cholesterol	Peds and screening purposes
82272	Occ Blood Fecal	GI track bleeding, ulcers, screen for colon cancer	Family med, urgent care, peds, internal med
G0328QW or 82274QW	iFOB: Occ Blood	Same as above with better accuracy and compliance, higher reimbursement	Same as above
83655QW	Lead	Whole blood screen. Lead toxicity	Peds
87339	H. Pylori	Blood or breath test. Intestinal infection	Family med, urgent care, peds, internal med
86703QW/ G0433QW	Oraquick HIV I/II	New test, detects HIV	Recommended for all
86803QW	Oraquick HCV	New test, detects hepatitis C	Recommended for all
82962QW	Finger stick Glucose	Home device used in the office	Recommended for all
87809QW	Adeno Detector	Detect adenoviral conjunctivitis	Family med, urgent care, peds

## Moderate Complexity

CPT	Test name	General purpose	Who needs it
85025	CBC / auto diff complete blood count	Determine general health. Dx: anemia, infection, inflammation, bleeding disorders, cancers	Annual physical, fever, abdominal pain, trauma.
	WBC- White Blood Cell	Infections, leukemias, allergies,	Urgent care, oncology, internal meds, family med.
	RBC- Red Blood cell	Anemia, monitor bleeding	
	Hgb- Hemoglobin	Anemia, monitor bleeding	
	Hct- Hematocrit	Anemia, monitor bleeding	
	Platelets	Bleeding disorders, coagulation problems	
	Grans-	Indicates bacterial infections	
	Lymphs	Indicates viral infections	
	Monos	Other disorders to match symptoms	

85651	Sed Rate	Monitors inflammation. See CRP	Urgent care, oncology, internal meds, family med.
80053	CMP: comprehensive metabolic panel	General health panel. 14 tests include screening for diabetes, liver, kidneys, protein and electrolytes	Annual physical, general screen
	Glucose	Diabetes	
	Calcium	Bone disorders, malnutrition, thyroid issues	
	Albumin	Cellular and protein disorders	
	Total protein		
	Sodium- Na	Electrolytes: acid/base balance, monitor blood pressure, dehydration	
	Potassium- K+		
	Chloride- CL-		
	Carbon dioxide- CO2		
	BUN	Kidney disorders	
	Creatine		
	Alkaline phos- AlkP	Liver functions, monitor high risk medications.	
	AST		
	ALT		
Tot Bilirubin			
80048	BMP	Includes glucose, BUN, Creat, Na, K, CL, CO2, Cal	Checking basic functions
80061	Lipid Panel	Assess cardiac risk.	General health screen
	Cholesterol	Needed for bodily functions, but too much is bad.	
	Triglycerides		
	HDL		
83721	Direct LDL	Bad cholesterol: direct measure	
82550	CK	Cardiac marker, monitor some statin drugs	
86140	C-Reactive Protein CRP	Indicates inflammation- arthritis	Rheumatoid clinic
86141	HIGH sensitive CRP	Aide in cardiac risk	Cardiology labs
83735	Magnesium Mg+	Conjunction with abnormal Cal or K+	
83540/ 83550	Iron- Fe/ TIBC	Anemia, malnutrition, monitor chemo treatments	Annual physical, general screen, oncology
84550	Uric Acid	Gout, kidney stones	General, osteos
82248	Direct Bilirubin	Liver functions, monitor high risk medications	
84153	PSA	Prostate cancer screen	Annual physical, urologist
84443	TSH	Screen for thyroid disorders, monitor treatment	Annual physical, general practice
84439	Free T4	Screen for thyroid disorders, monitor treatment	Annual physical, general practice
82728	Ferritin	Monitor iron deficiency	
82306	Vit D 25-Hydroxy	Dx multiple issues	General
84403	Testosterone		



## Clinically superior technology

### Accuracy to lab

- Only CoaguChek systems offer an IHN 97% correlation to the lab<sup>2</sup> using a single-strip platform, ensuring your customers can be confident in their results

### Heparin insensitivity

- Only CoaguChek technology is safe for monitoring warfarin patients transitioning from a prophylactic dose of heparin or low-molecular-weight heparin, which may reduce the risk of inaccurate results<sup>3</sup>

### Ease of use

- Only the CoaguChek XS meter has received the Arthritis Foundation's Ease-of-Use Commendation,<sup>4</sup> which ensures satisfaction for customers and their patients, the most critical component of compliance and, therefore, outcomes

## Proven market leadership

- 99% of patients prefer CoaguChek technology<sup>5</sup>
- More CoaguChek test strips are sold for POC anticoagulation monitoring than all other brands combined<sup>6</sup>
- 9 out of 10 U.S. IHNs choose CoaguChek technology<sup>6</sup>
- 90% of clinical evidence on the efficacy of POC warfarin therapy was generated using CoaguChek technology<sup>7</sup>

## Unparalleled customer loyalty

- Only the CoaguChek brand allows your customers to earn rewards that help improve patient outcomes and lower cost of care based upon the test strips they purchase from you.<sup>8</sup>



# Proven. Preferred. Reliable.

**As the U.S. leader in point-of-care anticoagulation monitoring,<sup>1</sup>** it's easy to see why the CoaguChek® brand is the clear choice for standardization and helping you earn your customers' trust.

That's because only CoaguChek solutions offer the added value of clinically superior technology, proven market leadership and unparalleled customer loyalty to help your customers consistently deliver high-quality care, while enabling you to confidently deliver long-term customer satisfaction.

For more information, contact your Roche Account Manager or call Roche at 1-800-428-5674 or visit [www.ExperienceCoaguChek.com](http://www.ExperienceCoaguChek.com).

<sup>1</sup> Data on file at Roche Diagnostics.

<sup>2</sup> CoaguChek XS PT Test [package insert 05967694001 (03)]. Indianapolis, Ind.: Roche Diagnostics; 2013.

<sup>3</sup> Douketis JD, Spyropoulos AC, Spencer FA et al. The perioperative management of antithrombotic therapy: antithrombotic therapy and prevention of thrombosis, 9th ed: American College of Chest Physicians Evidence-Based Clinical Practice Guidelines. Chest. 2012; 141:e326S-e350S.

<sup>4</sup> Fain WB, Mann EL and Fausser CB. Roche CoaguChek XS system Evaluation Report of Consumer Product Accessibility for Users with Arthritis. Electronic Systems Laboratory, Georgia Tech Research Institute. Feb. 2013.

<sup>5</sup> Roche CoaguChek XS System and the Alere INRatio 2 System Method Comparison Study, 2011. Study conducted independently by NB Consulting, Indianapolis, IN. Protocol written by Roche Diagnostics employees M. Leuther and M. Payette. Data on file.

<sup>6</sup> GHX Market Intelligence. Data on file at Roche Diagnostics.

<sup>7</sup> Based on a search of the PubMed/MEDLINE database for papers on research related to warfarin therapy published between January 1, 1994 and April 1, 2013.

<sup>8</sup> Competitive intelligence; April 2013.

**CoaguChek®**



# POL Questions to Ask

## General Questions

**Question:** How are you looking to grow revenues for your practice this year?

**Reason:** This question gets them talking about their overall practice and how they are planning to grow the business. Lab tests will come up and are a great way to grow revenues.

**Question:** What are the most common disease states that you work with?

**Reason:** If a customer says they see a lot of diabetics, they should have access to in-office glucose and HbA1c testing. If they are sending these out, they can deliver better patient care, streamline practice workflow and increase their revenue by bringing them in house.

Have them sell themselves on the importance of testing in-house. Every caregiver will tell you this is important and they will see better patient outcomes if they can have a face-to-face conversation about test results.



## Lab Specific Questions

**Question:** What tests are you currently sending out?

**Reason:** This is a great way to get the customer talking about what they are currently sending to a reference lab. High volumes on certain tests are a great place to start since they are already running them and they can quickly bring that revenue back in house.

**Question:** What is your current process for running (INSERT TEST)?

**Reason:** This is an easy way to find out how they are performing this test and if there are any issues you can discuss. If they talk about how hard it is to run a CBC, discuss the process and come up with a solution that makes it easier to get a result.

**Question:** How would having a face-to-face conversation with a patient about their test results impact the way you practice medicine?

**Reason:** Have them sell themselves on the importance of testing in house. Every caregiver will tell you this is important and they will see better patient outcomes if they can have a face-to-face conversation about test results.

**Question:** How does it impact your care when you refer patients for lab tests and they don't go?

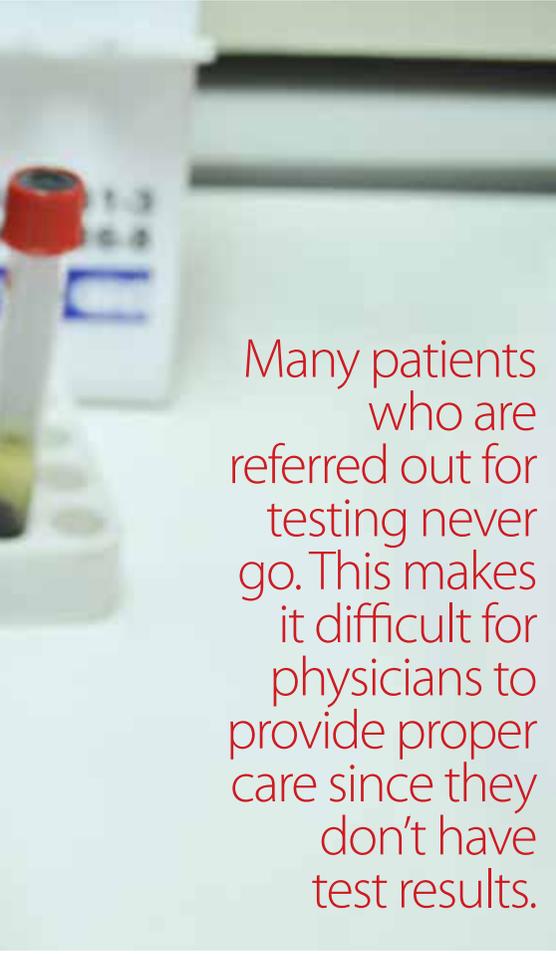
**Reason:** Many patients who are referred out for testing never go. This makes it difficult for physicians to provide proper care since they don't have test results.

**Question:** Have you ever thought of doing lab testing in the office? If so, what tests interest you? If not, why?

**Reason:** Get them talking about testing in-house so you can determine if there are any reservations or fears that you can put at ease. Once they are talking about testing, you can tailor your conversation to the tests they send out the most.

**Question:** What is your current treatment plan for (Disease State) patients?

**Reason:** Find out how they are testing and maintaining these patients. (Examples = Diabetes or High Cholesterol)



Many patients who are referred out for testing never go. This makes it difficult for physicians to provide proper care since they don't have test results.

# Physician Office set ups

## Family Practice

### LAB EQUIPMENT

- \_\_\_ Allergy
- \_\_\_ Centrifuge
- \_\_\_ Chemistry
- \_\_\_ Glucose Analyzer
- \_\_\_ Hematology
- \_\_\_ Incubator
- \_\_\_ Microscope

### LAB REAGENTS

- \_\_\_ Allergy
- \_\_\_ Chemistry
- \_\_\_ Glucose Strips
- \_\_\_ Hematology
- \_\_\_ Urinalysis Strips

### LAB DIAGNOSTICS

- \_\_\_ A1c Testing
- \_\_\_ Allergy
- \_\_\_ Chlamydia
- \_\_\_ Drug Test Kits
- \_\_\_ Culture Plates
- \_\_\_ FIT/FOB
- \_\_\_ Flu Test Kits
- \_\_\_ H. pylori
- \_\_\_ Mono
- \_\_\_ FOBT
- \_\_\_ Pap Smear Kits
- \_\_\_ Pregnancy Tests
- \_\_\_ Rheumatoid
- \_\_\_ RSV Tests
- \_\_\_ STD Tests
- \_\_\_ Strep Tests
- \_\_\_ Cholesterol

### LAB SUPPLIES

- \_\_\_ Alcohol Preps
- \_\_\_ Biohazard Bags
- \_\_\_ Capillary Tubes
- \_\_\_ Cervical Scraper
- \_\_\_ Culturette
- \_\_\_ Cytology Fixative
- \_\_\_ Dispettes
- \_\_\_ Glucose Tolerance
- \_\_\_ Kimwipes
- \_\_\_ Lancets
- \_\_\_ Microscope Slides
- \_\_\_ Microscope Slips
- \_\_\_ Plastic Labware
- \_\_\_ Scopette
- \_\_\_ Sensitivity Disks

- \_\_\_ Slides
- \_\_\_ Specimen Collectors
- \_\_\_ Stains
- \_\_\_ Urine Tube
- \_\_\_ Blood Collection Needles
- \_\_\_ Blood Collection Tubes
- \_\_\_ Timers
- \_\_\_ Tubes

### EQUIPMENT

- \_\_\_ Ambulatory Blood Pressure Monitor
- \_\_\_ Autoclave
- \_\_\_ Audiometer
- \_\_\_ Blood Drawing Chair
- \_\_\_ Bone Densitometry
- \_\_\_ Carts
- \_\_\_ Colposcope
- \_\_\_ Cryosurgical Unit
- \_\_\_ Defibrillator
- \_\_\_ Doppler
- \_\_\_ ECG
- \_\_\_ Electrosurgery Unit
- \_\_\_ Power Exam Table
- \_\_\_ Fetal Monitor
- \_\_\_ Foot Stool
- \_\_\_ Headlight
- \_\_\_ Holter
- \_\_\_ I.V. Stand
- \_\_\_ Instrument/Mayo Stand
- \_\_\_ Lights (Exam/Surgery)
- \_\_\_ Mayo Stand
- \_\_\_ Nebulizer
- \_\_\_ Oto/Ophthalmoscope
- \_\_\_ Oxygen Tank
- \_\_\_ Pulse Oximeter
- \_\_\_ Scale
- \_\_\_ Spirometer
- \_\_\_ Sphygmomanometer
- \_\_\_ Sphyg Parts
- \_\_\_ Sphyg Wall Mount
- \_\_\_ Stethoscope
- \_\_\_ Stethoscope Parts
- \_\_\_ Stress Test (Treadmill)
- \_\_\_ Suction Pump
- \_\_\_ Stools
- \_\_\_ Trash Can
- \_\_\_ Tympanometer
- \_\_\_ Ultrasonic Cleaner
- \_\_\_ Utility Cart

- \_\_\_ Vital Signs Monitor
- \_\_\_ Wheelchair
- \_\_\_ X-Ray View Box

### PAPER/DISPOSABLES

- \_\_\_ Capes
- \_\_\_ Drape Sheets
- \_\_\_ Gowns
- \_\_\_ Table Paper
- \_\_\_ Towels and Dispenser
- \_\_\_ Towel Swabee

### HOUSEKEEPING

- \_\_\_ Can Liners
- \_\_\_ Cleaners
- \_\_\_ Disinfectants
- \_\_\_ Tissues
- \_\_\_ Soaps, Dispensers
- \_\_\_ Toilet Tissue
- \_\_\_ Towel, Roll
- \_\_\_ Water Cups

### SURGERY

- \_\_\_ Administration Sets
- \_\_\_ Betadine
- \_\_\_ Biopsy Forceps
- \_\_\_ Biopsy Needles
- \_\_\_ Blades, Scalpels
- \_\_\_ Caps, Masks, Hoods
- \_\_\_ Distilled Water
- \_\_\_ I.V. Infusion Sets
- \_\_\_ I.V. Needles
- \_\_\_ Procedure Trays
- \_\_\_ Saline
- \_\_\_ Scissors
- \_\_\_ Skin Markers
- \_\_\_ Skin Punches
- \_\_\_ Solutions
- \_\_\_ Spinal Needles
- \_\_\_ Steri-Strips
- \_\_\_ Sterile Water
- \_\_\_ Sterilization Supplies
- \_\_\_ Surgeon's Gloves
- \_\_\_ Surgical Instruments
- \_\_\_ Suture
- \_\_\_ Tenaculum

### GENERAL SUPPLIES

- \_\_\_ Ace Bandage
- \_\_\_ Alcohol, Peroxide
- \_\_\_ Applicators
- \_\_\_ Band Aids

- \_\_\_ Bulbs/Batteries
- \_\_\_ Cotton Balls
- \_\_\_ Disinfecting Spray
- \_\_\_ Enzymatic Cleaner
- \_\_\_ Exam Gloves
- \_\_\_ Gauze Sponge
- \_\_\_ Glutaraldehyde
- \_\_\_ Hand Sanitizers
- \_\_\_ Instrument Cleaner
- \_\_\_ Instrument

### GERMICIDE

- \_\_\_ Lubricating Jelly
- \_\_\_ Needles/Syringes
- \_\_\_ Otoscope Specula
- \_\_\_ Sharps Collectors
- \_\_\_ Silver Nitrate App
- \_\_\_ Skin Care Lotions
- \_\_\_ Spirometer Mouthpieces
- \_\_\_ Spirometer Paper
- \_\_\_ Sterilization Monitors
- \_\_\_ Sterilization Pouches
- \_\_\_ Surface Disinfectant
- \_\_\_ Tapes
- \_\_\_ Thermometer, Sheaths
- \_\_\_ Tongue Blades
- \_\_\_ Ultrasound Gel
- \_\_\_ Underpads
- \_\_\_ Vaginal Specula
- \_\_\_ X-Ray Envelopes

### UROLOGY

- \_\_\_ Catheter Trays
- \_\_\_ Catheters
- \_\_\_ Drain Bags
- \_\_\_ Self Caths
- \_\_\_ Xylocaine Jelly

### INJECTABLES/RX

- \_\_\_ Bicillin
- \_\_\_ Carbocaine
- \_\_\_ Delastrogen
- \_\_\_ Depo-Estradiol
- \_\_\_ Depo-Medrol
- \_\_\_ Depo-Provera
- \_\_\_ Flu-zone
- \_\_\_ Gamulin (RMOgam)
- \_\_\_ Kenalog
- \_\_\_ Narcaine
- \_\_\_ Neosporin, Polysporin
- \_\_\_ Xylocaine

## Internal Medicine

### LAB EQUIPMENT

- \_\_\_\_\_ Allergy
- \_\_\_\_\_ Centrifuge
- \_\_\_\_\_ Chemistry
- \_\_\_\_\_ Cholesterol
- \_\_\_\_\_ Glucose Analyzer
- \_\_\_\_\_ Hematology
- \_\_\_\_\_ Incubator
- \_\_\_\_\_ Microscope

### LAB REAGENTS

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- \_\_\_\_\_ Pap Smear Kits
- \_\_\_\_\_ Pregnancy Tests
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- \_\_\_\_\_ Kimwipes
- \_\_\_\_\_ Lancets
- \_\_\_\_\_ Microscope Slides
- \_\_\_\_\_ Microscope Slips
- \_\_\_\_\_ Plastic Labware
- \_\_\_\_\_ Scopette
- \_\_\_\_\_ Sensitivity Disks
- \_\_\_\_\_ Slides
- \_\_\_\_\_ Specimen Collectors
- \_\_\_\_\_ Stains

- \_\_\_\_\_ Urine Tube
- \_\_\_\_\_ Blood Collection Needles
- \_\_\_\_\_ Blood Collection
- \_\_\_\_\_ Pipettes
- \_\_\_\_\_ Timers
- \_\_\_\_\_ Tubes

### EQUIPMENT

- \_\_\_\_\_ Ambulatory Blood
- \_\_\_\_\_ Pressure Monitor
- \_\_\_\_\_ Autoclave
- \_\_\_\_\_ Audiometer
- \_\_\_\_\_ Batteries, Bulbs
- \_\_\_\_\_ Blood Drawing Chair
- \_\_\_\_\_ Bone Densitometry
- \_\_\_\_\_ Carts
- \_\_\_\_\_ Colposcope
- \_\_\_\_\_ Cryosurgical Unit
- \_\_\_\_\_ Defibrillator
- \_\_\_\_\_ Doppler (Vascular)
- \_\_\_\_\_ ECG
- \_\_\_\_\_ Electrosurgery Unit
- \_\_\_\_\_ Power Exam Table
- \_\_\_\_\_ Fetal Monitor
- \_\_\_\_\_ Foot Stool
- \_\_\_\_\_ Headlight
- \_\_\_\_\_ Holter
- \_\_\_\_\_ I.V. Stand
- \_\_\_\_\_ Instrument/Mayo Stand
- \_\_\_\_\_ Lights (Exam/Surgery)
- \_\_\_\_\_ Mayo Stand
- \_\_\_\_\_ Nebulizer
- \_\_\_\_\_ Oto/Ophthalmoscope
- \_\_\_\_\_ Oxygen Tank
- \_\_\_\_\_ Pulse Oximeter
- \_\_\_\_\_ Scale
- \_\_\_\_\_ Spirometer
- \_\_\_\_\_ Sphygmomanometer
- \_\_\_\_\_ Sphyg Parts
- \_\_\_\_\_ Sphyg Wall Mount
- \_\_\_\_\_ Stethoscope
- \_\_\_\_\_ Stethoscope Parts
- \_\_\_\_\_ Stress Test (Treadmill)
- \_\_\_\_\_ Suction Pump
- \_\_\_\_\_ Stools
- \_\_\_\_\_ Trash Can
- \_\_\_\_\_ Tympanometer
- \_\_\_\_\_ Ultrasonic Cleaner
- \_\_\_\_\_ Ultrasound Equipment
- \_\_\_\_\_ Utility Cart
- \_\_\_\_\_ Vital Signs Monitor
- \_\_\_\_\_ Wheelchair
- \_\_\_\_\_ X-Ray View Box

### PAPER/DISPOSABLES

- \_\_\_\_\_ Caps

- \_\_\_\_\_ Drape Sheets
- \_\_\_\_\_ Gowns
- \_\_\_\_\_ Table Paper
- \_\_\_\_\_ Towels and Dispenser
- \_\_\_\_\_ Towel Swabee

### HOUSEKEEPING

- \_\_\_\_\_ Can Liners
- \_\_\_\_\_ Cleaners
- \_\_\_\_\_ Disinfectants
- \_\_\_\_\_ Tissues
- \_\_\_\_\_ Soaps, Dispensers
- \_\_\_\_\_ Toilet Tissue
- \_\_\_\_\_ Towel, Roll
- \_\_\_\_\_ Water Cups

### SURGERY

- \_\_\_\_\_ Administration Sets
- \_\_\_\_\_ Betadine
- \_\_\_\_\_ Biopsy Forceps
- \_\_\_\_\_ Biopsy Needles
- \_\_\_\_\_ Blades, Scalpels
- \_\_\_\_\_ Caps, Masks, Hoods
- \_\_\_\_\_ Distilled Water
- \_\_\_\_\_ I.V. Infusion Sets
- \_\_\_\_\_ I.V. Needles
- \_\_\_\_\_ Procedure Trays
- \_\_\_\_\_ Saline
- \_\_\_\_\_ Scissors
- \_\_\_\_\_ Skin Markers
- \_\_\_\_\_ Skin Punches
- \_\_\_\_\_ Solutions
- \_\_\_\_\_ Spinal Needles
- \_\_\_\_\_ Steri-Strips
- \_\_\_\_\_ Sterile Water
- \_\_\_\_\_ Sterilization Supplies
- \_\_\_\_\_ Surgeon's Gloves
- \_\_\_\_\_ Surgical Instruments
- \_\_\_\_\_ Suture
- \_\_\_\_\_ Tenaculum

### GENERAL SUPPLIES

- \_\_\_\_\_ Ace Bandage
- \_\_\_\_\_ Alcohol, Peroxide
- \_\_\_\_\_ Alcohol Based Hand Gel
- \_\_\_\_\_ Applicators
- \_\_\_\_\_ Band Aids
- \_\_\_\_\_ Bulbs/Batteries
- \_\_\_\_\_ Cotton Balls
- \_\_\_\_\_ Disinfecting Spray
- \_\_\_\_\_ Enzymatic Cleaner
- \_\_\_\_\_ Exam Gloves
- \_\_\_\_\_ Gauze Sponge
- \_\_\_\_\_ Germicidal Cleaner
- \_\_\_\_\_ Glutaraldehyde

- \_\_\_\_\_ Hand Sanitizers
- \_\_\_\_\_ Instrument Cleaner
- \_\_\_\_\_ Instrument Germicide
- \_\_\_\_\_ Instrument Lubricant
- \_\_\_\_\_ Lubricating Jelly
- \_\_\_\_\_ Needles/Syringes
- \_\_\_\_\_ Otoscope Specula
- \_\_\_\_\_ Sharps Collectors
- \_\_\_\_\_ Silver Nitrate App
- \_\_\_\_\_ Skin Care Lotions
- \_\_\_\_\_ Spirometer Mouthpieces
- \_\_\_\_\_ Spirometer Paper
- \_\_\_\_\_ Sterilization Monitors
- \_\_\_\_\_ Sterilization Pouches
- \_\_\_\_\_ Surface Disinfectant
- \_\_\_\_\_ Surgical Gloves
- \_\_\_\_\_ Tapes
- \_\_\_\_\_ Thermometer, Sheaths
- \_\_\_\_\_ Tongue Blades
- \_\_\_\_\_ Ultrasound Gel
- \_\_\_\_\_ Underpads
- \_\_\_\_\_ Vaginal Specula
- \_\_\_\_\_ X-Ray Envelopes

### UROLOGY

- \_\_\_\_\_ Catheter Trays
- \_\_\_\_\_ Catheters
- \_\_\_\_\_ Drain Bags
- \_\_\_\_\_ Self Caths
- \_\_\_\_\_ Xylocaine Jelly

### INJECTABLES/RX

- \_\_\_\_\_ Bacitracin
- \_\_\_\_\_ Benadryl
- \_\_\_\_\_ Bicillin
- \_\_\_\_\_ Blobutin
- \_\_\_\_\_ Carbocaine
- \_\_\_\_\_ Dip-Tet Toxoid
- \_\_\_\_\_ DTP
- \_\_\_\_\_ Duracillin
- \_\_\_\_\_ Flu-zone
- \_\_\_\_\_ Imferon
- \_\_\_\_\_ Immune Serum
- \_\_\_\_\_ Kenalog
- \_\_\_\_\_ Linocin
- \_\_\_\_\_ M.M.R. Vaccine
- \_\_\_\_\_ Neosporin
- \_\_\_\_\_ Polysporin
- \_\_\_\_\_ Pnu-Imune
- \_\_\_\_\_ ProHBit
- \_\_\_\_\_ Silvadene Cream
- \_\_\_\_\_ Tetanus Toxoid
- \_\_\_\_\_ Tuberculin PPD
- \_\_\_\_\_ Vistaril
- \_\_\_\_\_ Xylocaine

# Physician Office set ups

## Pediatrics

### LAB EQUIPMENT

- \_\_\_\_\_ Allergy
- \_\_\_\_\_ Centrifuge
- \_\_\_\_\_ Chemistry
- \_\_\_\_\_ Cholesterol Test
- \_\_\_\_\_ Glucose Analyzer
- \_\_\_\_\_ Hematology
- \_\_\_\_\_ Incubator
- \_\_\_\_\_ Microscope

### LAB REAGENTS

- \_\_\_\_\_ Allergy
- \_\_\_\_\_ Chemistry
- \_\_\_\_\_ Glucose Strips
- \_\_\_\_\_ Hematology
- \_\_\_\_\_ Urinalysis Strips

### LAB DIAGNOSTICS

- \_\_\_\_\_ Allergy
- \_\_\_\_\_ Chlamydia
- \_\_\_\_\_ Culture Plates
- \_\_\_\_\_ Mono
- \_\_\_\_\_ Flu Tests
- \_\_\_\_\_ FOBT
- \_\_\_\_\_ Rheumatoid
- \_\_\_\_\_ Strep Tests

### LAB SUPPLIES

- \_\_\_\_\_ Agar Culture Plates
- \_\_\_\_\_ Alcohol Preps
- \_\_\_\_\_ Biohazard Bags
- \_\_\_\_\_ Blood Collection Needles
- \_\_\_\_\_ Blood Collection Tubes
- \_\_\_\_\_ Capillary Tubes
- \_\_\_\_\_ Cervical Scraper
- \_\_\_\_\_ Culturette
- \_\_\_\_\_ Cytology Fixative
- \_\_\_\_\_ Dispettes
- \_\_\_\_\_ Glucose Tolerance
- \_\_\_\_\_ Kimwipes
- \_\_\_\_\_ Lancets
- \_\_\_\_\_ Micro Slides
- \_\_\_\_\_ Microscope Slips
- \_\_\_\_\_ Plastic Labware
- \_\_\_\_\_ Scopette
- \_\_\_\_\_ Sensitivity Disks
- \_\_\_\_\_ Specimen Container
- \_\_\_\_\_ Stains
- \_\_\_\_\_ Urine Tube

### EQUIPMENT

- \_\_\_\_\_ Audiometer

- \_\_\_\_\_ Autoclave
- \_\_\_\_\_ Batteries, Bulbs
- \_\_\_\_\_ Blood Drawing Chair
- \_\_\_\_\_ Casework
- \_\_\_\_\_ Cryosurgical Unit
- \_\_\_\_\_ Defibrillator
- \_\_\_\_\_ Doppler
- \_\_\_\_\_ Electrosurgery Unit
- \_\_\_\_\_ Exam Table
- \_\_\_\_\_ Power Exam Table
- \_\_\_\_\_ Headlight
- \_\_\_\_\_ I.V. Stand
- \_\_\_\_\_ Lights
- \_\_\_\_\_ Mayo Stand
- \_\_\_\_\_ Otoscope/
- \_\_\_\_\_ Ophthalmoscope
- \_\_\_\_\_ Oxygen Tank
- \_\_\_\_\_ Pulse Oximeter
- \_\_\_\_\_ Refrigerator
- \_\_\_\_\_ Scale/Baby Scale
- \_\_\_\_\_ Sphygmomanometer
- \_\_\_\_\_ Sphyg Wall Mount
- \_\_\_\_\_ Sphyg Parts
- \_\_\_\_\_ Spirometer
- \_\_\_\_\_ Stethoscope
- \_\_\_\_\_ Stethoscope Parts
- \_\_\_\_\_ Suction Pump
- \_\_\_\_\_ Tables, Stools
- \_\_\_\_\_ Thermometer
- \_\_\_\_\_ Trash Can
- \_\_\_\_\_ Tympanometer
- \_\_\_\_\_ Ultrasonic Cleaner
- \_\_\_\_\_ Utility Cart
- \_\_\_\_\_ Vision Tester
- \_\_\_\_\_ Vital Sign Monitor
- \_\_\_\_\_ Wheelchair
- \_\_\_\_\_ X-Ray View Box

### PAPER/DISPOSABLES

- \_\_\_\_\_ Capes
- \_\_\_\_\_ Drape Sheets
- \_\_\_\_\_ Gowns
- \_\_\_\_\_ Table Paper
- \_\_\_\_\_ Towels and Dispenser
- \_\_\_\_\_ Towel Swabee

### HOUSEKEEPING

- \_\_\_\_\_ Can Liners
- \_\_\_\_\_ Cleaners
- \_\_\_\_\_ Disinfectants
- \_\_\_\_\_ Tissues

- \_\_\_\_\_ Soaps, Dispensers
- \_\_\_\_\_ Toilet Tissue
- \_\_\_\_\_ Towel, Roll
- \_\_\_\_\_ Water Cups

### SURGERY

- \_\_\_\_\_ Administration Sets
- \_\_\_\_\_ Betadine
- \_\_\_\_\_ Biopsy Needles
- \_\_\_\_\_ Blades, Scalpels
- \_\_\_\_\_ Caps, Masks
- \_\_\_\_\_ Hoods
- \_\_\_\_\_ Distilled Water
- \_\_\_\_\_ Electrosurgery Tips
- \_\_\_\_\_ I.V. Infusion Sets
- \_\_\_\_\_ I.V. Needles
- \_\_\_\_\_ Procedure Trays
- \_\_\_\_\_ Saline
- \_\_\_\_\_ Skin Markers
- \_\_\_\_\_ Skin Punches
- \_\_\_\_\_ Solutions
- \_\_\_\_\_ Spinal Needles
- \_\_\_\_\_ Steri-Strips
- \_\_\_\_\_ Sterile Drapes
- \_\_\_\_\_ Sterile Water
- \_\_\_\_\_ Sterilization Supplies
- \_\_\_\_\_ Surgeon's Gloves
- \_\_\_\_\_ Surgical Instruments
- \_\_\_\_\_ Suture

### GENERAL SUPPLIES

- \_\_\_\_\_ Ace Bandage
- \_\_\_\_\_ Alcohol, Peroxide
- \_\_\_\_\_ Applicators
- \_\_\_\_\_ Band Aids
- \_\_\_\_\_ Band Aids, Cartoon
- \_\_\_\_\_ Bulbs and Batteries
- \_\_\_\_\_ Cotton Balls
- \_\_\_\_\_ Disinfecting Spray
- \_\_\_\_\_ Enzymatic Cleaner
- \_\_\_\_\_ Exam Gloves
- \_\_\_\_\_ Gauze
- \_\_\_\_\_ Growth Charts
- \_\_\_\_\_ Instrument Cleaner
- \_\_\_\_\_ Instrument
- \_\_\_\_\_ Cleaning Brushes
- \_\_\_\_\_ Germicide
- \_\_\_\_\_ Lubricating Jelly
- \_\_\_\_\_ Mayo Stand

- \_\_\_\_\_ Otoscope Specula
- \_\_\_\_\_ Oxygen
- \_\_\_\_\_ Needles/Syringes
- \_\_\_\_\_ Sharps Collectors
- \_\_\_\_\_ Silver Nitrate App
- \_\_\_\_\_ Skin Care Products
- \_\_\_\_\_ Spirometer Mouthpieces
- \_\_\_\_\_ Spirometer Paper
- \_\_\_\_\_ Sheaths
- \_\_\_\_\_ Tapes
- \_\_\_\_\_ Table Paper
- \_\_\_\_\_ Thermometer
- \_\_\_\_\_ Tongue Blades
- \_\_\_\_\_ Ultrasound Gel
- \_\_\_\_\_ Underpads
- \_\_\_\_\_ Vaginal Speculum
- \_\_\_\_\_ Waste Receptacles

### UROLOGY

- \_\_\_\_\_ Catheter Trays
- \_\_\_\_\_ Catheters
- \_\_\_\_\_ Drain Bags
- \_\_\_\_\_ Self Caths
- \_\_\_\_\_ Xylocaine Jelly

### INJECTABLES/RX

- \_\_\_\_\_ Bacitracin
- \_\_\_\_\_ Benadryl
- \_\_\_\_\_ Bicillin
- \_\_\_\_\_ Blobutin
- \_\_\_\_\_ Carbocaine
- \_\_\_\_\_ Dip-Tet Toxoid
- \_\_\_\_\_ DTP
- \_\_\_\_\_ Duracillin
- \_\_\_\_\_ Flu-zone
- \_\_\_\_\_ Imferon
- \_\_\_\_\_ Immune Serum
- \_\_\_\_\_ Kenalog
- \_\_\_\_\_ Linocin
- \_\_\_\_\_ M.M.R. Vaccine
- \_\_\_\_\_ Neosporin
- \_\_\_\_\_ Polysporin
- \_\_\_\_\_ Pnu-Imune
- \_\_\_\_\_ ProHIBit
- \_\_\_\_\_ Silvadene Cream
- \_\_\_\_\_ Tetanus Toxoid
- \_\_\_\_\_ Tuberculin PPD
- \_\_\_\_\_ Vistaril
- \_\_\_\_\_ Xylocaine

## OB/GYN

### LAB EQUIPMENT

- \_\_\_ Allergy
- \_\_\_ Centrifuge
- \_\_\_ Chemistry Analyzer
- \_\_\_ Cholesterol Testing
- \_\_\_ Glucose Analyzer
- \_\_\_ Hematology Analyzer
- \_\_\_ Incubator
- \_\_\_ Microscope
- \_\_\_ PT Testing
- \_\_\_ Urinometer

### LAB REAGENTS

- \_\_\_ Allergy
- \_\_\_ Chemistry
- \_\_\_ Glucose Strips
- \_\_\_ Hematology
- \_\_\_ Urinalysis Strips

### LAB DIAGNOSTICS

- \_\_\_ Allergy
- \_\_\_ Chlamydia Tests
- \_\_\_ Culture Plates
- \_\_\_ Flu Tests
- \_\_\_ Herpes Tests
- \_\_\_ Mono Tests
- \_\_\_ Hemocult
- \_\_\_ Ovulation Tests
- \_\_\_ Pregnancy Tests
- \_\_\_ Rheumatoid
- \_\_\_ Strep Tests

### LAB SUPPLIES

- \_\_\_ Alcohol Preps
- \_\_\_ Biohazard Bags
- \_\_\_ Capillary Tubes
- \_\_\_ Cervical Scraper/Brushes
- \_\_\_ Culturette
- \_\_\_ Cytology Fixative
- \_\_\_ Disettes
- \_\_\_ Glucose Tolerance
- \_\_\_ Kimwipes
- \_\_\_ Lancets
- \_\_\_ Microscope Slides
- \_\_\_ Microscope Slips
- \_\_\_ Needles and Syringes
- \_\_\_ Pap Smear Kits
- \_\_\_ Plastic Labware
- \_\_\_ Scopette
- \_\_\_ Sensitivity Disks
- \_\_\_ Specimen Collectors

- \_\_\_ Stains and Reagents
- \_\_\_ Urine Tube

### EQUIPMENT

- \_\_\_ Autoclave
- \_\_\_ Batteries, Bulbs
- \_\_\_ Blood Drawing Chair
- \_\_\_ Bone Density Unit
- \_\_\_ Colposcope
- \_\_\_ Cryosurgical Instrument
- \_\_\_ Defibrillator/AED
- \_\_\_ Doppler
- \_\_\_ (Fetal and Vascular)
- \_\_\_ ECG
- \_\_\_ Electrosurgery Unit
- \_\_\_ Fetal Monitor
- \_\_\_ Headlight
- \_\_\_ Hyfrecator
- \_\_\_ I.V. Stand
- \_\_\_ Laparoscope
- \_\_\_ Lights
- \_\_\_ Mayo Stand
- \_\_\_ Otoscope/
- \_\_\_ Ophthalmoscope
- \_\_\_ Oxygen Tank
- \_\_\_ Power Table
- \_\_\_ Pulse Oximeter
- \_\_\_ Scale
- \_\_\_ Spirometer
- \_\_\_ Sphyg Aneroid
- \_\_\_ Sphyg Parts
- \_\_\_ Stethoscope
- \_\_\_ Stethoscope Parts
- \_\_\_ Suction Pump
- \_\_\_ Tables, Stools
- \_\_\_ Thermometers
- \_\_\_ Trash Can
- \_\_\_ Ultrasonic Cleaner
- \_\_\_ Ultrasound Unit
- \_\_\_ Utility Cart
- \_\_\_ Vital Signs Monitor
- \_\_\_ Wheelchair
- \_\_\_ X-Ray View Box

### PAPER/DISPOSABLES

- \_\_\_ Capes
- \_\_\_ Drape Sheets
- \_\_\_ Gowns
- \_\_\_ Table Paper
- \_\_\_ Towels and Dispenser
- \_\_\_ Towel Swabee

### HOUSEKEEPING

- \_\_\_ Can Liners
- \_\_\_ Cleaners
- \_\_\_ Disinfectants
- \_\_\_ Tissues
- \_\_\_ Soaps, Dispensers
- \_\_\_ Toilet Tissue
- \_\_\_ Towel, Roll
- \_\_\_ Water Cups

### SURGERY

- \_\_\_ Administration Sets
- \_\_\_ Betadine
- \_\_\_ Biopsy Forceps
- \_\_\_ Biopsy Needles/Punch
- \_\_\_ Blades, Scalpels
- \_\_\_ Caps, Masks, Hoods
- \_\_\_ Distilled Water
- \_\_\_ Electrosurgical
- \_\_\_ Electrodes
- \_\_\_ Endocervical Specula
- \_\_\_ Endocervical Curette
- \_\_\_ Forceps
- \_\_\_ Histobrush
- \_\_\_ I.V. Infusion Sets
- \_\_\_ I.V. Needles
- \_\_\_ Procedure Trays
- \_\_\_ Retractors, OB/GYN
- \_\_\_ Saline
- \_\_\_ Scissors
- \_\_\_ Skin Markers
- \_\_\_ Skin Punches
- \_\_\_ Solutions
- \_\_\_ Spinal Needles
- \_\_\_ Steri-Strips
- \_\_\_ Sterile Water
- \_\_\_ Sterilization Supplies
- \_\_\_ Surgeons Gloves
- \_\_\_ Surgical Instruments
- \_\_\_ Suture
- \_\_\_ Tenaculum Hook

### GENERAL SUPPLIES

- \_\_\_ Ace Bandage
- \_\_\_ Adhesive Strips
- \_\_\_ Alcohol, Hand Gel
- \_\_\_ Alcohol, Peroxide
- \_\_\_ Applicators
- \_\_\_ Band Aids
- \_\_\_ Boot Covers
- \_\_\_ Cotton Balls

- \_\_\_ Disinfecting Spray
- \_\_\_ Enzymatic Cleaner
- \_\_\_ Exam Gloves
- \_\_\_ Face Masks
- \_\_\_ First Aid Kit
- \_\_\_ Gauze
- \_\_\_ Gauze Sponge
- \_\_\_ Hand Lotion
- \_\_\_ Instrument Cleaner
- \_\_\_ Instrument
- \_\_\_ Cleaning Brush
- \_\_\_ Instrument Germicide
- \_\_\_ Instrument Lubricant
- \_\_\_ Instrument Tray
- \_\_\_ Kling, Soft-Kling
- \_\_\_ Lubricating Jelly
- \_\_\_ Needles/Syringes
- \_\_\_ Oto/Ophth. Bulbs
- \_\_\_ Sharps Collectors
- \_\_\_ Silver Nitrate App
- \_\_\_ Skin Care Lotions
- \_\_\_ Surface Cleaner
- \_\_\_ Tapes
- \_\_\_ Thermometer, Sheaths
- \_\_\_ Tongue Blades
- \_\_\_ Ultrasound Gel
- \_\_\_ Underpads
- \_\_\_ Vaginal Speculum
- \_\_\_ Wound Closure Strips
- \_\_\_ X-Ray Envelopes

### UROLOGY

- \_\_\_ Catheter Trays
- \_\_\_ Catheters
- \_\_\_ Drain Bags
- \_\_\_ Self Caths
- \_\_\_ Xylocaine Jelly

### INJECTABLES/RX

- \_\_\_ Bicillin
- \_\_\_ Carbocaine
- \_\_\_ Delestrogen
- \_\_\_ Depo-Estradiol
- \_\_\_ Depo-Medrol
- \_\_\_ Depo-Provera
- \_\_\_ Flu-zone
- \_\_\_ Gamulin (RMOgam)
- \_\_\_ Kenalog
- \_\_\_ Narcaine
- \_\_\_ Neosporin, Polysporin
- \_\_\_ Xylocaine

# Scales

Sales reps should help their customers select scales that will continue to meet their needs in years to come.

When selling scales, there's much more to consider than patient weight. The technology physicians acquire today could impact the decisions they make tomorrow. Particularly as the country moves closer to "meaningful use" of electronic medical record systems, physicians should think about adding scale solutions that enable them to connect the scale to the office electronic medical record.

## Digital vs. mechanical

As more physicians automate their practices, digital scales are becoming increasingly important for a couple of reasons. First, some doctors feel digital scales can do more than their mechanical predecessors, and do it more accurately, with the capacity to enhance office efficiency and workflow. Scales that are integrated with a facility's EMR system can automatically transmit weight, height and BMI if available. Digital height rods, which enable

the scale to automatically calculate BMI, also are becoming popular. All of this information can be downloaded from the office computer system when a staff member is ready to pull the patient's electronic chart. Eliminating any manual input reduces the possibility of transcription errors. This is especially important when recording weight, as doctors use weight to formulate the proper dosage of medications. Incorrectly inputting a patient's weight can lead to over- or under-dosing of medication, as well as incorrectly diagnosing someone as obese or underweight.

Second, federal regulations are pushing physicians to digital scales. Physicians caring for Medicare patients can collect as much as \$44,000 over five years provided they are meaningful users of an electronic health record, per the Health Information Technology for Economic and Clinical Health Act (nicknamed the HITECH Act) of 2009, which was part of the

## Scale sales

Distributor reps should ask their physician customers some pointed questions to gauge their need for new scales, including the following:

- "What are the primary types of patients you see? Do you see many wheelchair-bound patients?"
- "Has your patient base changed within the last few years? Do you work with different age and weight requirements and therefore require different scales?"
- "How often do you use your office scales? How long do you expect them to last before replacing them?"
- "In addition to basic weigh-ins, do you need to analyze your patients' body composition?"
- "Do you plan to implement EMR in the next six to 18 months? If so, perhaps you should consider purchasing a digital scale rather than a mechanical unit."
- "How old are your current scales? Are they accurate?"

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American Recovery and Reinvestment Act, otherwise known as the “stimulus act.” Those who fail to do so will start to experience cuts to their Medicare reimbursement beginning in 2015. (Medicaid providers stand to collect as much as \$63,750 over six years if they are meaningful users of EHRs.) As such, physicians and hospitals will be required to incorporate information on their patients’ body mass index (BMI) in their EMR/EHR systems, making it essential to have a digital scale with these capabilities.

That said, some physicians still prefer traditional mechanical scales, because they are not affected by power surges or faulty batteries, and they rarely require service. In fact, many mechanical scales sold in the 1960s continue to be used in practices today. Nevertheless, compared

to mechanical scales, digital scales have no moving parts to troubleshoot or mechanically re-calibrate. Repairs usually are done at a modular level, and calibration is accomplished through the scale software. And, digital scales are becoming more affordable. Typically, they retail for \$499 to \$850, compared with \$250 to \$450 for mechanical scales. And while it’s true that digital scales need to be replaced every seven to 10 years, given how rapidly the technology changes, some physicians prefer to replace them even sooner.

The more information physicians have, the better the decision they can make. Scales are no exception. As their sales rep, it’s your job to help them navigate the various options at their disposal and make the selection that best serves their practice.

## Bariatric scales

More and more doctors today are discriminating among the types of scales they purchase for their practices. Whereas the average physician’s scale offers a 350-pound to 450-pound range of capacity, scales designed for bariatric patients offer a capacity of 600 pounds to 800 pounds. In addition, manufacturers sometimes offer scale capacities of over 1,000 pounds, designed to weigh wheelchair-bound patients. These systems use low-profile platforms and ramps for easier patient access. Some scales can be reprogrammed to accommodate 800 pounds of weight. But, if the structure or design of the scale is not upgraded as well, an 800-pound patient cannot stand properly on it.

Scales designed for bariatric patients generally offer some of the following features:

- Higher capacity load cells (an integral weighing component).
- Wider and low-profile weighing platform, enabling the patient to comfortably step up and stand on the scale.
- Built-in handrails to prevent the patient from falling.
- Built-in, flip-down seating options, enabling the patient to sit or stand while being weighed.
- Sling seat and lift features for raising and weighing immobile patients. (Some hospital beds now have built-in scales to monitor the weight of immobile patients.)
- Electronic weight indicators to supply body mass index (BMI) data and transmit this information to a PC screen or printer. (Research today indicates that BMI is critical in determining whether a patient should be treated for bariatric issues.)

Although health providers would like to see obesity-related issues diminish in the future, experts foresee it will continue in years to come. As such, the need for bariatric products should continue to grow.

# Table Talk

Barrier-free, efficient tables are designed around patient – and caregiver – needs.

Patients today shouldn't have to hop up on the exam table. And caregivers certainly shouldn't have to hoist them up. Today's exam tables are designed with enhanced accessibility and more efficient workflow. By showing their physician customers the available solutions, distributor sales reps can save more than one exam from being tabled due to injuries.

## Moving ahead

Advancements in exam table technology might best be summed up in four words: accessibility, capacity, efficiency and integration. Perhaps the biggest change in tables involves improvements to high-low tables, affording doctors and nurses barrier-free access to their patients. Years ago, 32-inch-high exam tables were standard.

When 24-to-26-inch-high tables came out, it was an improvement with regard to getting patients on and off the table and affording caregivers patient accessibility during the exam. Today, however, tables can be adjusted to 18 inches high – the equivalent of chair height. Patients can get on and off the exam table more quickly and easily, facilitating a more efficient workflow.

Considering that 50 percent of people who are 65 years and older have some type of mobility issue – whether arthritis and

core/joint problems or neurological issues affecting their balance – and that these patients frequently are seen in the exam room, and considering that obesity continues to be a common health issue in this country, high-low adjustable tables can be essential to the physician practice, note experts.

One of the last things a physician wants to worry about is a mobility-restricted patient having trouble mounting a table,

These high-tech exam tables appear to appeal especially to outpatient facilities affiliated with IDNs. These customers are tuned in to the benefits of the tables and they have the mass membership to leverage the more expensive products.

becoming dizzy and falling off, or a nurse or other caregiver becoming injured when assisting a larger patient onto the table. Today, this needn't be a concern. In fact, some tables can be positioned with the push of a button, permitting the physician or nurse to complete another task while the table rises or lowers for the patient to get on. And, smaller caregivers needn't stretch or tiptoe to reach patients, just as taller caregivers needn't bend down and stress their back.

# RETHINK VITAL SIGNS

## It's time to get your customers thinking about their vitals workflow:



- **How are your customers achieving core Meaningful Use Requirements today?**

The two national vitals measurement requirements for every visit are BP and weight. IQvitals® is designed to calculate BMI when weight is captured from the 625 IQscale® or manually entered.

- **What challenges do your customers face with their workflow? Do patients complain about the process or does staff find it cumbersome?**

Moving vitals into the exam room brings care to the patient, requiring less movement through the clinic while automatic capture of vital signs saves time and reduces transcription errors.

- **If your customer could automatically measure and record two of the core vitals and port the data seamlessly into the patient record, do they feel that would improve their workflow?**

They may reply that it doesn't take staff long to manually record data. Explain that transcription errors are a major risk and seamless connectivity to the patient chart eliminates the risk.

- **If your customers had an exam table with an integrated scale that could port weight directly into patient records, would this improve workflow?**

The number one complaint of patients is having weight captured in a hall or open area. The Midmark 625 with IQhub® and IQscale® was designed to weigh patients in the exam room and seamlessly connect to the EMR.

# Efficient patient care begins with accurate vitals.

Vitals are the beginning of the patient-caregiver interaction, playing an important role in treatment decisions. While the vitals process hasn't changed significantly over the years, devices and the technology behind them have. It's time for a change. Midmark can help.



**TRADITIONAL VITAL SIGNS**



**TRIAGE NOOK**

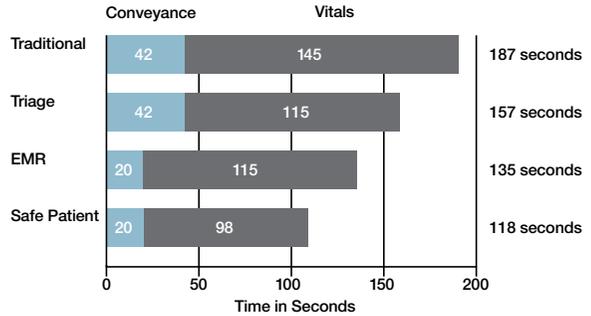


**EMR LINEAR**



**EMR SAFE PATIENT HANDLING**

## Workflow Times



Based on a study by Midmark, the average time from the waiting room, through vitals acquisition, to the time the patient is ready to see the physician is 5 minutes, 7 seconds. Something as simple as moving vitals into the exam room and using an automated vital signs device can reduce conveyance and vitals time by up to 36%.

IQvitals<sup>®</sup> is designed to improve efficiency and reduce transcription errors with automated capture of blood pressure, temperature, SpO<sub>2</sub> and pulse rate.

To learn more or for help finding the right solution for your customers, contact your Midmark representative or visit [midmark.com](http://midmark.com).



Because we care.

The second greatest change in exam table technology is increased weight capacity. Years ago, exam tables offered an average weight capacity of 350-400 pounds. Today, mainstream exam tables hold between 400 and 650 pounds, eliminating a need for specialty tables to accommodate obese patients.

Integrated exam tables read patients' weight and capture their vital signs, including pulse, blood pressure and temperature. In addition, the tables can be connected to the physician's electronic medical record, saving both patients and caregivers time. And, a faster, more efficient practice – where patients needn't be led from one station to the next – likely will attract more patients. These high-tech exam tables appear to appeal especially to outpatient facilities affiliated with IDNs. These customers are tuned in to the benefits of the tables and they have the mass membership to leverage the more expensive products. Whereas a traditional exam table might cost as little as \$1,500, fully integrated tables can run up to \$9,000.

### Working with customers

Space is important in physician practices. But, patient comfort and support are essential. Hence, exam tables today are designed around patient types – or the measure of man, as industry experts say. Proper patient positioning is central to the table design and depends largely on the needs of the patients coming through the practice. Important upholstery design features include good head and neck support, foot and leg support and support for the patient's body core.

To determine the needs of a particular physician practice, distributor sales reps should initiate a discussion about the typical patient population seen by the practice. For instance, does the practice see mostly elderly patients

with mobility and neurological health-related issues? Obese patients? Expectant mothers? Once sales reps narrow this down, they can focus on the importance of barrier-free exam tables. In fact, physicians sometimes don't realize how essential these tables are until they reflect on the mobility issues faced by many of their patients. Ironically, many of these same practices take steps to install ramps and other features to address the needs of their wheelchair-bound or otherwise mobility-impaired patients. It makes sense that they follow through with patient accessibility in the exam room as well.

Distributor sales reps should impress on their physician customers the following advantages of barrier-free tables:

- Reduced risk of patient injury.
- Improved ergonomics and reduced risk of employee injury since the need to lift/support patients is reduced.
- Increased efficiency (when patients can get on and off the table quickly and more easily)
- Easier table access and greater comfort during the exam, which lead to increased patient satisfaction.

True, electronic medical record technology and the resulting workflow changes are driving down the need for physician practices to have as many tables as they once did. Still, small-to-midsized physician practices require at least a couple of exam rooms per physician – and every exam room requires a high-quality exam table. If sales reps equip their customers with the right solutions – and physicians stay on top of proper table maintenance and service – it's likely their investment will comfortably last 15 years. That's a relationship opportunity reps can't afford to pass up.

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<b>RESOLUTE 6210</b>		✓	✓		
<b>ENCORE 4250</b>	✓		✓	✓	✓
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<b>REGENCY 456</b>	✓			✓	✓
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# When Cutting Edge Counts

Sophisticated technology enables OB/GYNs to provide more and better care in the office setting.

Considering the wide range of patients OB/GYN specialists care for – from adolescents to pregnant women to those in menopause and post-menopause, it's clear they have a lot to consider. And, as they look to deliver the highest quality care to their patients, who better to help them do so than the distributor sales reps.

For the reps, this means providing solutions that help physicians perform more – and more sophisticated – procedures and diag-

## What's new?

In many ways, OB/GYN specialists are performing many of the same tests and procedures they have in years past, including Pap tests, fetal monitoring for antepartum pregnant patients, cryosurgery, LEEP and more. However, subtle changes in technology have yielded great gains in quality of care.

A good example is the Colposcope (a magnifying and photographic device used for examining the uterine cervix, often for early signs of cancer). While its basic function hasn't changed, the quality of optics is much improved and the halogen lighting on older devices has been replaced by cooler and brighter LED lighting. Imaging, too, has advanced from analog cameras on older colposcopes, to digital imagery, which yields higher quality images that can



nostics within the office setting. Particularly given that many patients prefer the familiarity of their doctor's office to the sterility (and expense) of a hospital setting, an up-to-date, well-equipped practice can reach more patients than an outdated one. When sales reps know the products and understand their customers' needs, they can help them meet their patients' expectations.

be stored in patients' electronic medical records. Some colposcopes are equipped with a zoom optics, which provides continuous viewing when the user is switching from one size image to another. (In other words, when the physician enlarges the image, the screen does not turn black between images.)

Similarly, at first glance, cryosurgery (the application of extreme cold to destroy

abnormal or diseased tissue) remains relatively unchanged. However, today's delivery systems feature more efficient freezing technology, as they use Co2 or nitrous oxide gas for cooling. In fact, cryosurgery has become increasingly diversified and is now used for dermatological procedures as well.

With regard to LEEP (loop electrical excision, a procedure that uses a thin, low-voltage electrified wire loop to cut out abnormal tissue), advances in the technology have been internal and, as such, invisible to the user. But doctors today can count on solid-state circuitry.

And, today's sophisticated fetal monitors (specialized ultrasound equipment used to monitor the heartbeat of a fetus and maternal contractions for prenatal care) can record and store wave patterns in a patient's file. New fetal monitors offer a screen to visibly monitor fetal heart rate and uterine contractions. They also provide the capacity to print out data, as well as the ability to store information in a digital format for EMR record keeping, ensuring the physician properly records and retains antepartum fetal/maternal information, even in the case of twins.

## **Time for a change**

Your customers may find their older equipment continues to work well. But, that doesn't mean they're not due for an upgrade. On one hand, because much of the equipment and devices that OB/GYNs use have few moving parts, they can last five years or longer. However, upgrading to newer technology not only affords them improved optics and better light sources, but the capacity to transfer information electronically. Advanced technology enables doctors to provide greater patient care – without leaving the office setting.

Cost, too, may be an issue for some doctors. True, a handheld OB Doppler might start at \$500, but the price rises depending on the

level of sophistication it offers. Similarly, a colposcope that features all the bells and whistles, and the highest quality images, can easily cost \$12,000. It all comes down to the quality and level of patient care the doctor is looking to deliver, note experts.

Distributor sales reps should ask some probing questions, such as the following, to determine their customers' needs:

- “Doctor, are you looking to upgrade your office?”
- “Does your current equipment offer the most advanced in optics, imaging, lighting and digital capability?”
- “Does your current equipment permit you to provide the most advanced care to the greatest number of patients?”
- “Are you willing to sacrifice quality for cost?”

Sales reps should remind OB/GYNs that in the near future all physician offices will be mandated to switch to electronic medical records. Newer, digital women's health equipment will allow them to do so. In addition, many procedures are reimbursable, helping physicians pay off their purchases. For practices that belong to a health system, reps should discuss whether the health system is standardizing equipment and, if so, whether the practice is prepared.

In the end, it comes down to helping physician customers perform more procedures, confidently and efficiently, in the office setting. Once physicians understand that manufacturer training is available (although it varies from company to company), they may be more amenable to updating their practice.

A cutting edge practice is more likely to attract more patients, note experts. And, sales reps who can bring their customers' practice to the next level are more likely to gain their trust.

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# Vital Signs

Automated and EMR-compatible, today's vital signs monitors are more reliable and accurate than ever before.

Patient data accuracy and cost-savings are only two of many reasons why physicians are looking to add automated vital signs monitors to their practices. Automated monitors can also offer greater nursing efficiency and increased patient throughput.

No matter what the medical setting, physicians depend on critical patient data, including blood pressure, heart rate and temperature, to make smart decisions concerning patient care. High blood pressure, for example, often suggests circulatory problems. In some cases, ongoing monitoring indicates how patients are responding to their medical regimens. Vital signs monitoring looks at these parameters, as well as respiration and oxygenation of hemoglobin.

## What are they?

Vital signs monitors are units that measure vital signs either continuously or manually (spot checking). Continuous monitors are typically used for post-operative patients requiring ongoing observation to ensure safe recovery from sedation and the procedure itself. They measure such parameters as blood pressure at pre-defined intervals (invasively or non-invasively), temperature, oxygenation (pulse oximetry) and pulse rate. Some monitors also measure electrical activity of the heart (ECG) and end tidal CO<sub>2</sub>. Alarms alert the caregiver if the patient's vital signs fall outside of certain parameters.

Spot check monitoring, which is typically used for patient status checks, generally encompasses blood pressure, temperature and/or pulse oximetry. The caregiver can put the blood pressure cuff on the patient and immediately take a manual measurement.

Having all key parameters on one device allows the clinician to achieve a high level of patient efficiency, because it eliminates the need to locate and operate separate handheld devices. In addition, many spot check devices available today permit the clinician to enter other parameters, such as height and weight and calculate body mass index (BMI).

## Automated vs. traditional

Automated vital signs monitors have been available since the 1980s, if not earlier. One of the biggest differences between automated vs. manual units is that automated monitors include a pump, which inflates the blood pressure cuff, rather than requiring the clinician to do so manually. A transducer, in turn, detects blood pressure pulses to measure a patient's systolic and diastolic levels. Automated monitors allow the clinician to gather other patient measurements while the device is inflating and deflating the cuff. Also, automated cuff inflation eliminates the repetitive pumping of the bulb, which can lead to hand fatigue. In addition, automated systems offer the practice the ability to store historical data for patients, which can be transferred to an electronic medical record (EMR).

Many experts favor automated units for their accuracy and efficiency. For instance, an automated reading leaves less room for human error, which may occur when a clinician takes a manual reading. When taken manually with a sphygmomanometer, blood pressure readings are dependent on how quickly the caregiver bleeds down the cuff, the quality of the stethoscope and even the quality of the caregiver's

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hearing. The accuracy of both traditional and automated blood pressure readings are also dependent on the size of the cuff used. An improperly sized cuff can lead to false high or low readings. In fact, many physician offices employ one cuff for all patients when using their wall aneroids or Sphygmomanometers.

With the advent of electronic medical records, physicians can easily input patient data provided by their automated vital signs monitors into the patient's medical record. However, distributor reps must be cautious when promoting devices as EMR-ready. The only way to be certain is to work with the manufacturer and the physician customer and determine the customer's needs. In order to determine whether a medical device is truly EMR-ready and will fully meet the physician's needs, the rep must know exactly which EMR the physician is using and, in some cases, the version of the system as well.

### Disposables trail

Pulse oximetry is being used with increasing frequency in the doctor's office. When measured in conjunction with blood pressure, pulse and respiration rates, the oxygen saturation of the blood can provide the physician with valuable information about the patient's cardiovascular and respiratory functions. Typically, pulse oximetry sensors are reusable. However, some physicians prefer disposable adhesive securing units to prevent the spread of infection.

With the recent emphasis on infection control, disposables are becoming increasingly attractive. The disposables trail includes temperature probe covers, SpO2 sensors and blood pressure cuffs.

### Targeting your customers

Some physicians may object to purchasing automated vital signs monitors because they cost

more than traditional wall units or handheld devices. Reps should remind them of the long-term cost savings that can be achieved through increased clinician efficiency, improved patient data accuracy and patient throughput.

In addition, reps should narrow down their customers' needs with a few probing questions:

- "What types of patients do you currently care for at your practice?"
- "Do you presently have EMR at your practice?"
- "If so, which EMR product/platform are you using?"
- "Have you had issues with errors on patient records? If so, an automated vital signs monitor can help eliminate these errors."
- "Have you considered the time and money you can save by taking vital signs automatically vs. manually?"

Sales reps should target the following markets:

- Ambulatory care clinics.
- Adult and pediatric emergency departments.
- Med/surg wards.
- Endoscopy clinics
- Multi-specialty centers.
- Obstetrics.
- Orthopedics.
- Outpatient surgery.
- Psychiatric hospitals.
- Nursing homes and long-term-care facilities.

Physicians and clinicians at almost any type of practice or specialty can rely on automated vital signs monitors to accurately measure the same patient over time, or multiple patients each day. In spite of higher initial out-of-pocket costs, automated monitors require little maintenance over time and help ensure office efficiency and reduced medical errors.



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