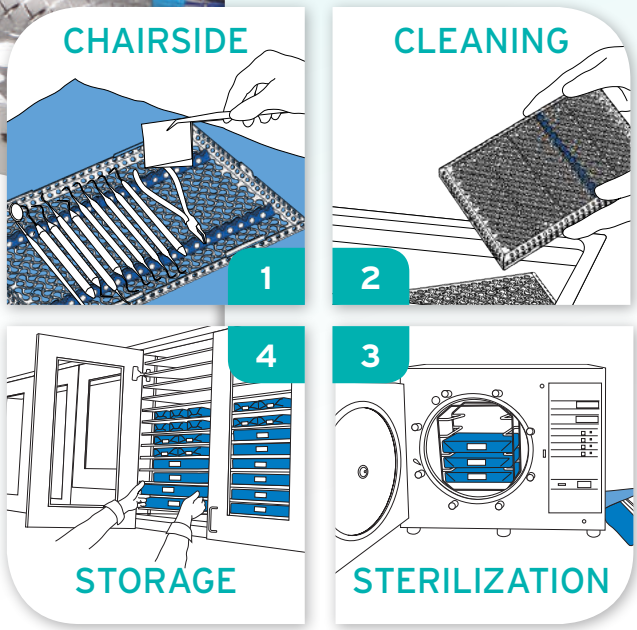
INSTRUMENT MANAGEMENT





Efficiency = Time = Money

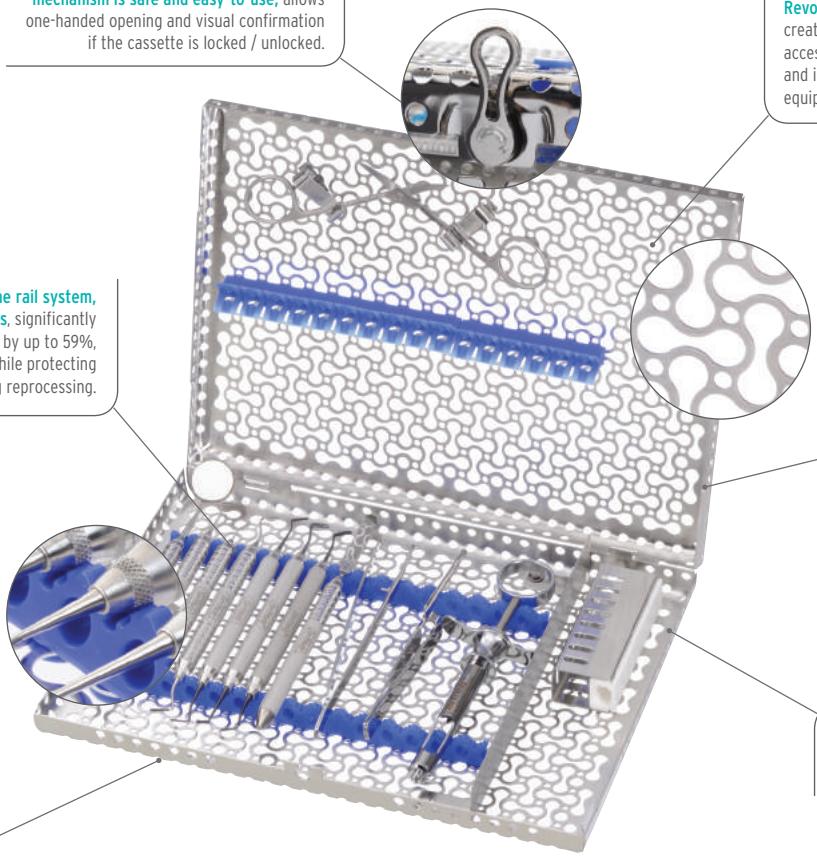
There are three ways to increase profitability in an office; increase revenues, reduce expenses and raise productivity. All three goals can be addressed by creating an efficient sterilization environment.

A well-designed instrument management system and sterilization area can create an environment that is systematic and efficient. By presenting this new environment, you are not only doing the right thing for your practice and your patients, you will also help them implement a system that follows the CDC guidelines.

IMS® SELLING GUIDE

How the best perform Hu-Friedy®

POINTS OF PERFORMANCE



Ergonomic latch with positive locking mechanism is safe and easy-to-use, allows one-handed opening and visual confirmation if the cassette is locked / unlocked.

Revolutionary new hole pattern design creates 30% additional open area for more access during cleaning and sterilization, and is compatible with current cleaning equipment, including automated washers.

Innovative color-coded silicone rail system, available in 11 color options, significantly reduces instrument contact by up to 59%, allowing for more water flow while protecting the instruments during reprocessing.

High quality, electropolished stainless steel protects against corrosion while providing a professional appearance.

Smooth round corners and slotted edges increase drainage and reduce drying time.

New beveled edge allows for a more ergonomic grasp.

IMNCOMPOSIT/IMN4168

BENEFITS TO THE DOCTOR

- IMS helps to optimize productivity allowing more time to provide superior patient care
- Saves in lost or damaged instruments
- Creates a professional and marketable environment
- Reduces costs
- Increases productivity
- Enhances referrals

BENEFITS TO THE STAFF

- IMS helps office flow, which reduces stress and creates a team environment
- Requires less time to set-up and break down operatories
- Saves up to 10 minutes in processing time per procedure, allowing for more time with patients
- Reduced instrument handling allows for safer practices

BENEFITS TO THE PATIENT

- Assurance that office is providing safe procedures
- Confidence that instruments have been cleaned, sterilized, and prepared specifically for them
- Reduced waiting time for appointment
- More comfortable, stress-free visit

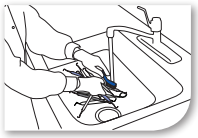
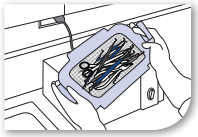
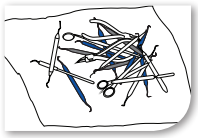
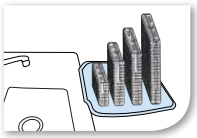
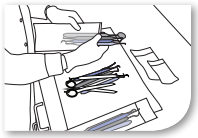
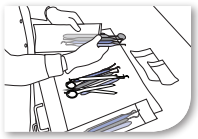
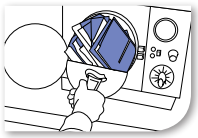
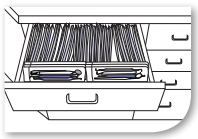
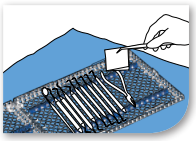
- It is estimated that 75% of all offices in the US have an inadequately sized sterilization area
- 98% of IMS offices surveyed are satisfied with their investment in cassettes
- The highest percentage of sharps injuries occur during cleaning – about 31%*

*Younai, F., Murphy, D., Kotelchuck, D. (2001). Occupational Exposures to Blood in a Dental Teaching. Environment: Results of a Ten-Year Surveillance Study. "Journal of Dental Education", 65, 436-448.

WHY IMS WORKS

EFFICIENCY = TIME = MONEY

Current IMS offices save 5 to 10 minutes per procedure*

MANUAL		IMS
	Hand Scrub/ Ultrasonic	2 MIN
	Rinse	
	Disinfect Tray	1 MIN
	Dry	
	Sort Instruments	2 MIN
	Pouch/ Wrap	
	Autoclave & Store	
	Prep Tray/Find Instruments	2 MIN
	Chairside	

*Based on market survey results.
Example: 7 minutes saved x 9 procedures = 63 minutes saved

ORGANIZATION

- Organizes instruments, accessories and disposables by procedure
- Color-coded cassettes and instruments for easy identification by procedure
- Quickly locate and identify clearly marked cassettes
- Professional chairside image through presentation of sterile packages
- Less counter space required vs. trays

SAFETY – REDUCE RISK OF INJURY AND EXPOSURE TO BLOODBORNE PATHOGENS BY:

- Minimizing handling of contaminated sharps
- Virtually eliminating hand scrubbing
- Safer transportation of soiled instruments

INSTRUMENT INTEGRITY

- Potential damage (bending, breaking, etc.) is reduced by storing instruments in cassettes
- Reduced potential for lost or misplaced instruments
- Instruments held securely in proper cleaning positions (i.e., hinged instruments in open position) for optimal cleaning

EFFICIENCY

- Enhances chairside efficiency and easy training with standardized procedural set-ups
- Reduces set-up time with organized storage of instruments within procedural labeled cassettes
- Cassettes are placed directly into automated washer, ultrasonic bath and autoclave for facilitated cleaning and sterilization
- Reduces need for manual sorting of instruments into pouches
- Cleaning time reduced, allowing for a more productive team

POTENTIAL IMS CUSTOMERS

SAMPLE QUESTIONS TO ASK POTENTIAL IMS OFFICES

- How much time do you spend searching for missing instruments?
- How much time is lost each time the instrument you need is not chairside?
- How interested are you in learning how to be more organized and productive in your office while saving you time and money?
- How would you like to be able to give your patients a tour of your current sterilization area?
- What would you like to change about your current instrument processing procedures?
- How many referrals do you get annually?
- How is your staff's morale?
- Are you fully utilizing the talents of your staff?

THINGS TO LOOK FOR

- Dirty trays stacked in the sterilization area
- Instrument packs waiting to be sterilized
- Office staff rushing back and forth between the sterilization room and the operatories
- Operatories not cleaned up in a timely manner
- Office using multiple types of processing techniques (pouches, ponytail holders, plastic steri boxes, etc.)
- Backed up waiting room



IMNCEMENT/IMN5100

WHO TO TARGET?

DENTAL PRACTITIONERS

Those currently in the process of remodeling or setting up a new practice.

DENTAL OFFICES

Target offices interested in upgrading or maximizing their systems for more efficiency and better patient care.

SPECIALTY PRACTICES

An orthodontic office or an oral surgery practice uses larger cassettes, larger and heavier instruments, and may be processing more than a general practice. Because of this, specialty practices have some special requirements in a sterilization area.

Oral Surgery Practices

Because an oral surgery office is using larger, heavier instruments, larger instrument processing equipment is necessary.

- 3-6 gallon ultrasonic tank or automated washer (6 gallon is preferred)
- Larger sterilizer (10" plus chamber)
- Large IMS Oral Surgery Cassette
- The sterile storage area will need to be large enough to accommodate larger cassettes for an oral surgery office

Orthodontic Practices

An orthodontic practice sees approximately 80-120 patients a day so they are processing around 6 times more than a general practice.

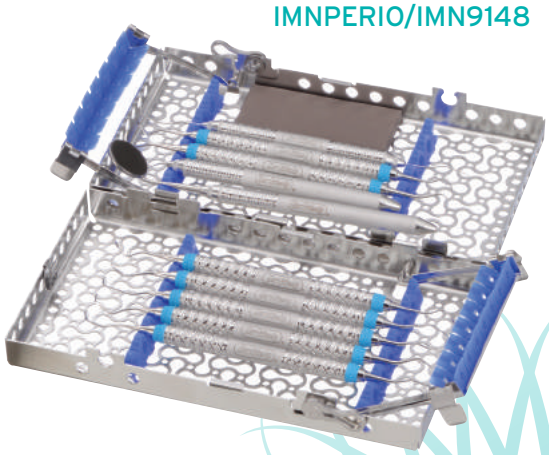
- At least 2 medium-sized ultrasonics (3 gallons and at least 8" deep)
- 2-3 sterilizers depending on the # of cassettes being used per day based on throughput time
- Recessed ultrasonic in the countertop or a recessed counter
- At least 8" deep sink with a high arched faucet to fit a transport basket
- Rinse tank for surgical milk (if using non-stainless instruments)

› An assistant is in and out of the sterilization area at least 80 times a day.

› At least 3 minutes is lost each time an instrument is not available while chairside.

RETURN ON INVESTMENT

IMNPERIO/IMN9148



CALCULATE YOUR TIME SAVED

(based on a conservative estimate of 5 minutes saved per procedure)

1. Number of Procedures Per Day _____
2. Multiply by Time Saved (5 minutes) x 5
3. Total Time (minutes) Saved Per Day = _____

CALCULATE YOUR POTENTIAL REVENUE PER DAY

4. Your Average Billing Hour $ _____
5. Divide #4 by 60 ÷ 60
6. Revenue Per Minute $ = _____

7. New Revenue Per Day (#6 x #3) $ _____
8. New Revenue Per Year (#7 x Days Worked) $ _____

POTENTIAL ADDED REVENUE PER DAY

# Of Procedures Per Day	Revenue Per Day	$1,000	$2,000	$3,000	$4,000	$5,000
	10	$104	$208	$313	$417	$521
	20	$208	$417	$625	$833	$1,042
	30	$313	$625	$938	$1,250	$1,563
	40	$417	$833	$1,250	$1,677	$2,083
	50	$521	$1,042	$1,563	$2,083	$2,604

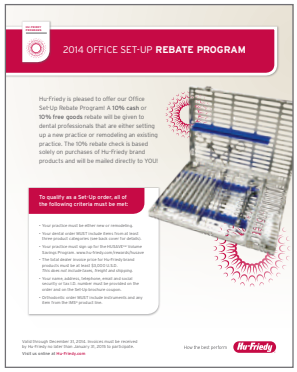
Example: A practice billing $2,000 of revenue a day doing 20 procedures would be able to generate an additional $417.00 per day with the time saved using IMS.
$2,000 ÷ 480 minutes (8 hours) = $4.17 revenue/minute.
20 procedures x 5 minutes saved/procedure x $4.17/minute = $417.00.

- Time saved does not include improved chairside efficiency.
- Time saved can be used to improve office workflow and patient care, including time to assist, appointment callbacks, four-handed hygiene, etc.

ADDITIONAL SELLING TOOLS

10% Office Rebate

Hu-Friedy offers a 10% Office Set-Up Rebate to any dental professional that is either setting up a new practice or expanding an existing practice. More information on the rebate criteria is available at Hu-Friedy.com or by contacting your local Hu-Friedy representative.



IMS Bundled Package

Simple, one part code, packages for an entire office setup. Packages include cassette, instruments, accessories and an infection control starter package at a discounted price. Packages allow for easy quoting to get IMS on the budget and keep it there.



Potential Tax Benefit

Hu-Friedy cassettes may qualify for a tax deduction under IRS code Section 179. For more information, contact your tax accountant.

SELLING PROCESS

IMPLEMENTING IMS INTO AN EXISTING PRACTICE

A quick facelift to the sterilization area will allow the practice to see improved efficiency and productivity immediately. Simply de-clutter, use appropriate equipment, and arrange the steri-center with optimized flow (receiving, cleaning, packaging, sterilization & storage).

BASIC UPDATES TO THE STERILIZATION AREA:

- Upgraded cleaning and sterilizing equipment
  - 3-gallon ultrasonic or an automated washer with a small ultrasonic bath
  - A 10" chamber sterilizer or larger
- Standardized procedural set-ups in Hu-Friedy IMS® Cassettes

DIVISION OF THE STERI-CENTER:

Receiving & Cleaning

An area for receiving and cleaning dirty, contaminated cassettes (cabinets on this side of the steri-center can be used for holding contaminated cassettes and instruments that are waiting to be processed)

Rinsing & Drying

An area for rinsing and drying (cassettes can be rinsed in the sink and left standing on their sides in the sink for drying)

Prep, Sterilization & Storage

An area for wrapping/pouching the cassettes and an area for sterilization and sterile storage (cabinets on this end of the steri-center can be used for storing sterile cassettes until they are ready to use)

TIMELINE FOR NEW OFFICE BUILD – Leasehold 12 months, build 18 months

3 MONTHS	5-11 MONTHS	1 MONTH
Planning (Call Equip Dealer Rep)	Construction	Installation
(Goal is to move decision making forward & discuss IMS in the beginning)		
KEY ACTIVITIES:	KEY ACTIVITIES:	KEY ACTIVITIES:
Site selection Determine equip costs Begin architecture Create technology blueprint Obtain loans Sign agreement with contractor	Obtain permits Construction Order dental equipment Order dental furniture Selection cabinetry	Installation wiring Installation furniture Installation equipment

*Taken from p 124 of Dr. Mark Tholen's book "A Guide to Designing an Elegant Dental or Medical Office"

COUNTER SPACE REQUIREMENTS

Cassettes Vs Trays*

	CASSETTES	TRAYS
Instrument Break Down Area	12"	36"
Ultrasonic Cleaner Area	24"	24"
Sink	24"	24"
Drying and Packaging	18"	36"
Hand-piece Maintenance	12"	12"
Sterilizer	24"	24"
Tray Assembly and Storage	18"	36"
Total Space	**11 ft**	**16 ft**

STERILIZATION SPACE SAVINGS

# OF OPERATORIES	IMS	TRAYS
4 - 6	11.5 ft	16 ft
7 - 8	13 ft	19 ft
9 or more	15 ft	22 ft



IMNCROWN/IMN4169

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