



American Healthcare Solutions: Patient Satisfaction, Patient Safety and Marketing-Communications

SAVINGS

SERVICE

SATISFACTION

#1
Distributor
in the nation!

SIMPLICITY

**American**
Solutions for Business

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WHAT YOU SHOULD EXPECT:

Guaranteed **Savings**, Local **Service**,
Simplicity in managing your brand
and driving **Satisfaction** to make
an impact.





Running a facility involves *challenges* **WE'RE HERE TO HELP**

American is a major provider to the healthcare industry. Facilities of all types benefit from the variety of solutions, services and savings that we provide. As an endorsed supplier of national healthcare purchasing organizations, we're able to pass along volume discounts received through our valued supplier relationships.

PATIENT SATISFACTION

As the world of healthcare continues to evolve, we're here to help you improve your patient satisfaction scores. Whether it's sound absorbing panels, patient communication boards, mobile surveys, patient folders, personal care kits or discharge packages, we're committed to helping you take your patient care services to the next level.



PROMOTIONAL PRODUCTS

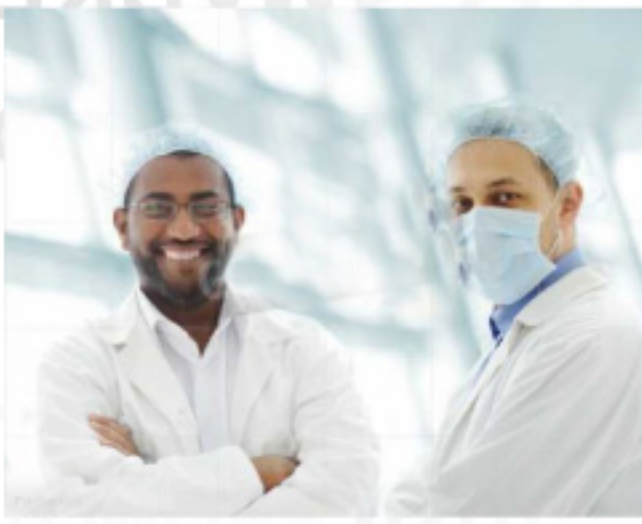
Custom branded products help increase awareness and establish a strong brand identity. That's why we look beyond the obvious to help you find a promotional product that suits your needs. With nearly a million products to choose from, we're here to DELIVER a solution that will fit your budget and objective.



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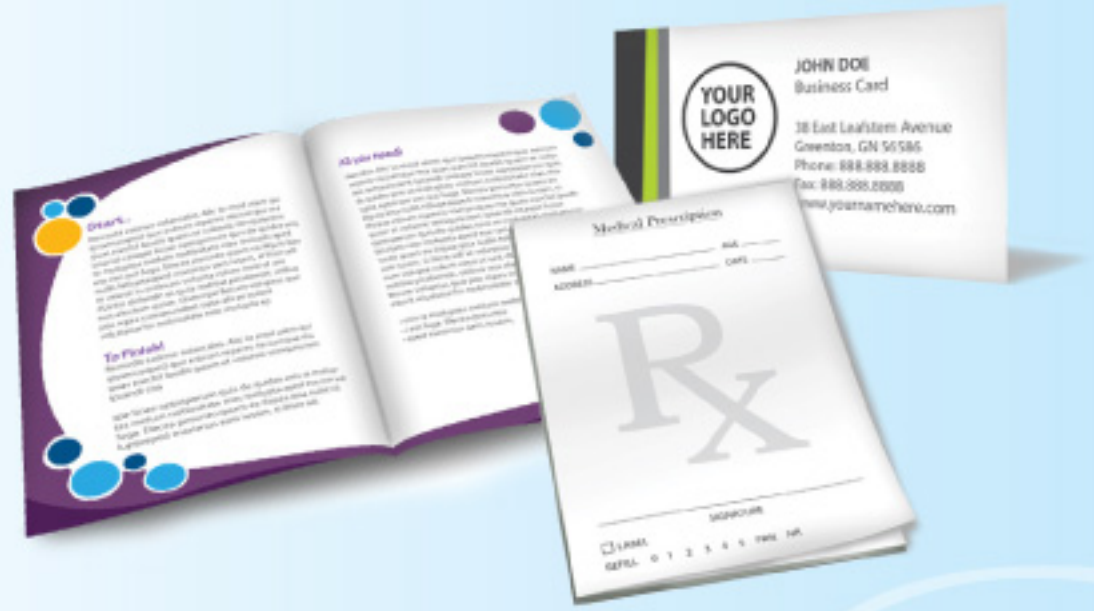
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PRINT & DOCUMENT SOLUTIONS

As the world of print continues to evolve, we pride ourselves in staying ahead of the trends. We understand the difference between a form and a full color brochure. Whether your needs are simple or complex, we're here to DELIVER the solution.



eCOMMERCE SOLUTIONS

SINGLE POINT OF ACCESS FOR MARKETING ITEMS, PROMOTIONAL PRODUCTS & PRINT COLLATERAL

- Company eStore – Warehoused Products, Print-on-demand Marketing Collateral, Forms and Business Documents – centralized purchasing, standardized products & vendors!
- Just in Time Apparel eStore – Uniforms & Scrubs - eliminate obsolete inventory!
- Template eStore – Stationery Items, Rx Pads, Marketing Campaigns & Direct Mail - instant, online proofs!
- American Promo eStore – Search for items for an upcoming event or create a custom store with pre-selected promotional items.



Print



Promotional



Marketing



eCommerce

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Sleep Kits

Purpose: Provide a quiet (sleep) kit to every patient to insure their comfort in the hospital room. With carts, visitors, nurses and staff moving throughout the halls of a busy hospital –awareness of the patient’s surroundings demonstrates care and empathy during their stay. Create your own custom kit or select from standard ones available.

Positive Outcome: Recognizing a patient is nervous and anxious for an upcoming procedure, it is important to provide the comforts to put them at ease and rest. A sleep kit can have a significant impact on how they view the staff to address their concerns, rest peacefully and share feedback through higher Press Ganey scores.



Discharge Medicine Minder

Purpose: Medication organizer with 7 removable 4-compartment pill strips. Each strip contains medicine compartment for morning-noon-evening-bed-time. Spring-action construction for easy removal of daily pill strips. Stand-up design for counter tops.

Positive Outcome: Organization of proper schedule of medication and simplify the process at discharge where patients need to understand their responsibilities to insure proper care at home.



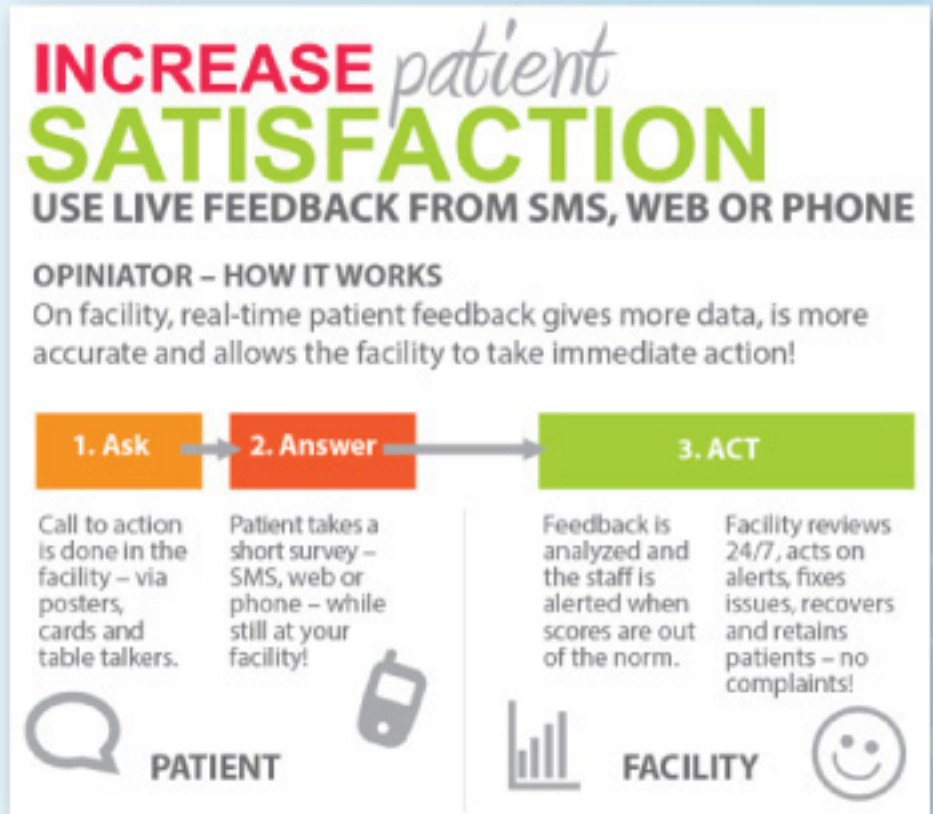


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Measuring Patient Satisfaction - Opiniator

Purpose: All facilities suffer from patient defection. Many lose over 20% of their patients every year. This has a massive financial impact. Getting accurate, timely and actionable patient feedback would fix this, yet existing feedback methods – email, web or phone surveys are too expensive, inefficient and hard to set-up and are TOO LATE for any action to be taken.

Positive Outcome: Opiniator allows 100% of your patients to give actionable feedback via SMS, web or phone – in various languages – while the patient is still at your facility. The solution is an on-the-spot, electronic patient comment card that is delivered via the patient's cell phone, land line or any web-enabled device. Staff is alerted with immediate analysis and they can – fix the issues, salvage the patient relationship, prevent public complaints on social media and gather an instant testimonial!



Reward System for your entire Hospital Staff

Purpose: Patient satisfaction needs to be a culture that transcends the health-care organization. It starts from the top and needs to be continuously reinforced. Not only is training important, but a recognition system will provide the incentive and reinforcement of the right expected behaviors of all employees. A reward program is key to building that culture.

Positive Outcome: Providing an easy to manage rewards program that nurses, staff and doctors can recognize the right behaviors peer-to-peer, management awarding credit to those individuals who are setting the standard and being immediately rewarded for a job well done with direct feedback from patients, visitors and family. A systematic enterprise-wide reward program will motivate and demonstrate the key HCAHPS values on an ongoing basis.



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Scrubs/Uniform Programs

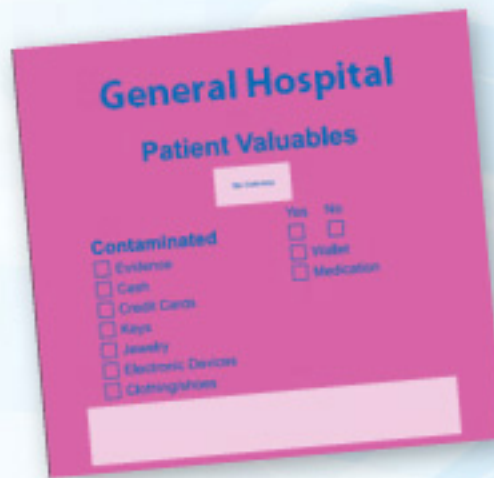
Purpose: Over the last 20 years, hospital employees have been able to express their “scrub individualism” by purchasing different patterns, colors and styles to create their own look on a day to day basis. This creates what we call “Uniform Chaos,” which means that a chaotic mismatch of uniforms will confuse even the most extensive brand development plan.

Positive Outcome: A customized, on-line uniform program provides every employee in the system with a way to buy the “official uniform” in the correct color / style combination for their discipline and facility. This leads to improvements in ... Patient Perception, Patient Safety, Patient Trust, and Hospital Image and Credibility.

Secure Belonging Bags (w/ security tape)

Purpose: Especially with inner city hospitals, there is a high theft rate of patient belongings. Unfortunately much of this is by the hands of employees. Typical losses can be well in excess of \$1-2MM, however, preventative steps can be put in place to prevent this from happening.

Positive Outcome: Design of a belonging bag that is safe by special security tape insures that a patient’s belongings are not compromised. The large losses a health-care system experiences can be eliminated and reinvested into the institution. In addition the bad press and perception of a hospital with theft of personal possessions is eliminated, leaving patients with a high sense of security and comfort.





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Infection Control & Patient Safety Notification System

Purpose: To deliver approved, consistent, flexible and easily visible information to clinical staff and visitors as to the potential Infection and Patient Safety risks associated with the admitted patient in every room of the healthcare facility. Most of the time posting notification is left to nurses, doctors and environmental services staff. They display existing signs, notes, messages, and in many cases, handwritten information that's glued, taped, pinned or otherwise displayed inconsistently and unprofessionally outside the Patients room or Treatment area.

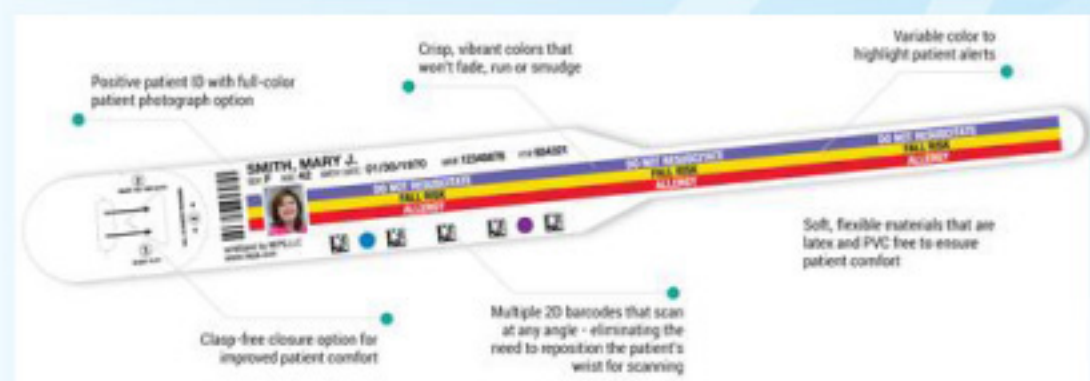
Positive Outcome/Solution: This hospital approved system provides a customizable signage and insert system for the more efficient notification of infection control and isolation requirements while maximizing patient, clinician and visitor safety.



The durable, washable inserts can be produced in all different languages and simply swapped out to meet the needs of the patient, staff and visitors. The Tier 1 signage system can be installed in any size as a simple notification vehicle and used in conjunction with existing facility Patient/Treatment Room # signage. The Tier 2 fully integrated system includes your facility name, branding requirements, room # and corresponding information in braille, meeting all current ADA guidelines for raised lettering, number sizing and braille identification.

Labeling Solutions: Admissions, Wristbands, Pharmacy

Purpose: Ensuring patient safety starts at the point of admission. Durability, high degree of read rates, comfort of patient bands, easily identifying patient risks such as allergies, fall risk, (etc.) are all key factors in developing a HIPAA best-in-class wristband solution. In pharmacy areas typically lots and lots of 'spindle' labels are required to fill a script. Consolidating the many touches to a single label with all necessary information on-demand, significantly improves accuracy and assurance of safety - while reducing the time to complete the script with the right instruction labels on it. Positive Outcome: Safety in the proper identification of a patient and the medications dispensed are critical to every hospital. Improving the process and design allows for staff and medical personnel to more accurately and easily label clinical documents, patients and scripts.



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Credentialing Solution

Purpose: Assuring every physician and nurse has up-to-date certification and credentials every 2-3 years can be an ongoing effort that requires lots of internal folks to manage. And it never ends. Typically a very disjointed process that requires lots of resource, results in getting a bunch of printed documents out the door to an individual doc or nurse. They don't have time to figure it out nor complete what's required. The response rate is low and 2nd/3rd notices end up being sent.

Positive Outcome: Automate the data and production of a well-designed booklet that clearly communicates the expectations of the physician or nurse to review and complete, then return. Response rate dramatically increase and the overall cost of operating expenses dramatically decrease.

Example of Packet Before



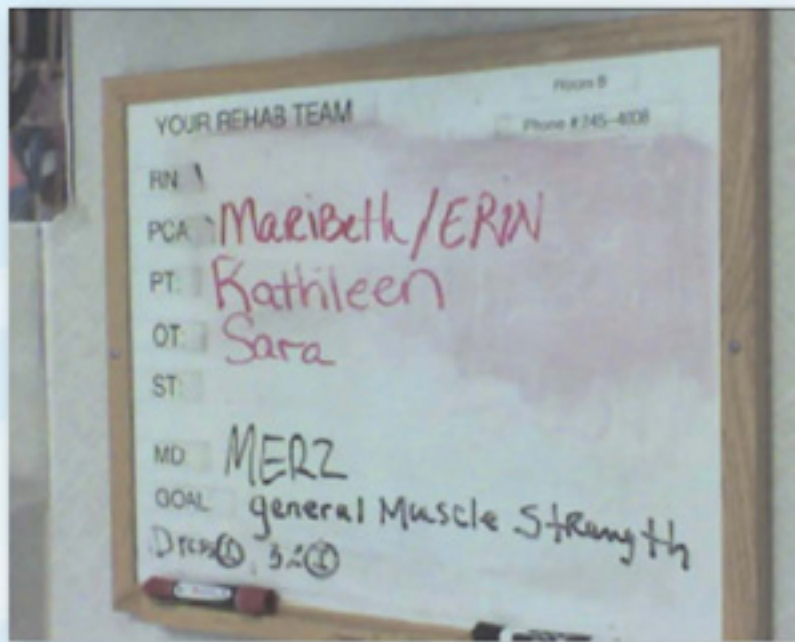
Example of Packet After



Communications Boards

Purpose: Importance of communication in a hospital is critical. The patient needs to feel that they are in good hands and the staff is all working in sync to care for the patient. Family and friends also need the assurance that the latest information on the patient is available. Everyone needs to be well informed.

Positive Outcome: Providing a well-designed care(communication) board insures that staff, doc, nurses, family and friends have the latest information on a patient. Proper procedure and process are fully communicated and total assurance of care can be displayed. A professional image and presence will also be demonstrated.



Before



After



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Large Format – Banners, wraps, floor designs

Purpose: Campaigns, initiatives, hospital initiatives, department or procedures promotions – need the right marketing and exposure. Inside and outside the hospital. Healthcare has become hyper-competitive and every institution needs visibility and exposure to the community.



Positive Outcome: One source to provide design, production, installation and management of delivering the right message helps marketing groups execute on their message and easily update it as they need to. A team to support this ongoing process along with eCommerce tools to automate the process provides ease-of execution with every campaign.



Print Shop Analysis – A disciplined approach to understanding your total costs and efficiencies with an in-house printer center

Purpose: Whether your healthcare system has a facilities management firm (Xerox, HP, Ricoh) or the hospital has its own print shop, the question is truly uncovering how much is it costing you per impression? Taking into account leases, monthly service fees, materials, people, space and service levels -- all will uncover the benefits v. taking action on a much smarter choice. Healthcare is present to serve and care for the patient...not necessarily manage or pay for a print production facility.



Positive Outcome: Based on evaluation and recommendation to rightsize or outsource your current print center operations, all your departments (including marketing) can meet their daily print/brand needs through an on-line eCommerce portal for static and variable print. Established SLAs (service level agreements) as well as 'urgent' work will be satisfied by a local print center with desktop delivery. In addition your institution will have the sales/support service to meet with end users as required. Accessibility, automated process, savings, service and simplicity.

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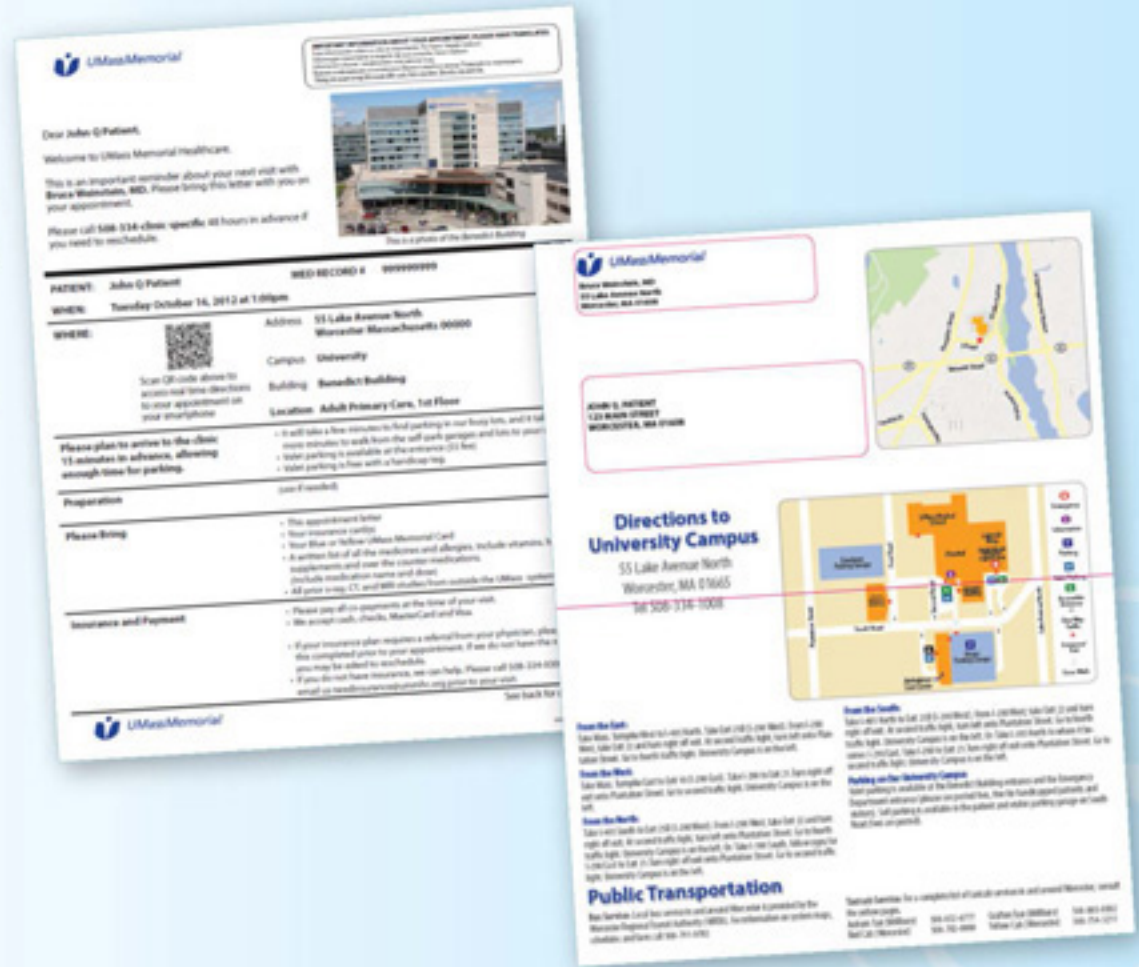


MARKETING DOCUMENTS PRODUCTS PRINT LIST PROMOTIONAL eCOMMERCE MARKETING eCOMMERCE MARKETING eCOMMERCE MARKETING

Patient Reminder Notices

Purpose: The patient experience starts at the beginning. Before they enter the hospital - even before they leave their house. The comfort and understanding of where and how to get to their destination is the first big step. They will be anxious and even nervous about their hospital visit. Taking the mystery out of getting there is huge.

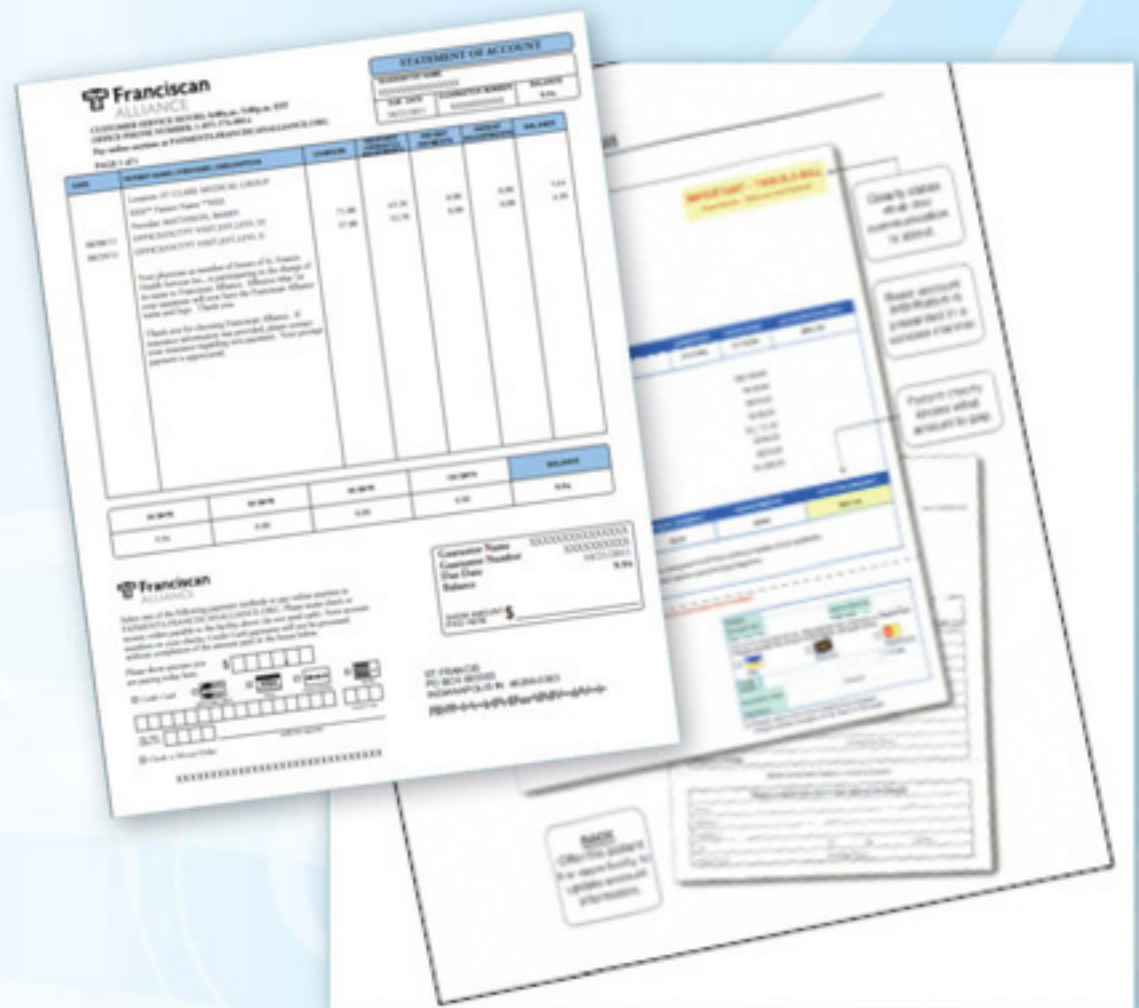
Positive Outcome: Telephone and text reminders are fine, but actually getting to their appointment with minimal confusion will be most important. A well designed letter of instruction, direction and content for a patient to be prepared is a great way to begin the patient experience.



Patient Friendly Billing

Purpose: When a patient does not understand the bill, they become dissatisfied with the provider overall, no matter how good their actual care may have been. Their final experience needs to be as good as their initial one. The cost of confusion, additional customer service calls and further delay in payments can have greater negative impact.

Positive Outcome: A well-designed patient bill that is easy to understand, has larger fonts for older patients and tailored messaging for different patient segments will all be positives for the hospital. In addition the opportunity to use transpromotional messaging to promote other department services and campaigns will keep your institution's services top-of-mind vs. other healthcare choices.





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*American is an endorsed partner by all the major healthcare GPO organizations. Our healthcare business model is based in 4 fundamental principles:
Savings, Service, Satisfaction & Solutions.*

We very much look forward getting the opportunity to partner with your healthcare institution and truly make a difference.

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