

Customer Persona: Directors of Materials Management Sterile Storage in Hospitals

Profile Overview:

Directors of Materials Management are the champions when it comes to the storage and systems approach and acquisition to managing inventory in their hospitals. They are in charge of making sure staff has the right product, at the right place, at the right time for the right price! The hospital pays a lot for sterile products from outside manufacturers. Everyone involved in the handling of sterile products at a hospital must be educated in the proper care and handling of these sterile products. Maintenance of the sterile storage area, including shelves, bins and transport carts is essential. Cost containment requires that these sterile products be properly protected, handled, rotated, and stored.

Responsibilities:

- Maintaining the right inventory
- Managing costs at the hospitals
- Manages the acquisition of capital
- Responsible for all activities of the Materials Management department
- Promotes a customer-focused orientation and collaborative culture among, Materials Management, Nursing, Medical and ancillary departments



Profile Attributes:

Common Titles:

- Director of Materials Management
- Director of Sterile Processing
- Operating Room Managers

Common Departments:

- Materials Management Dept
- Sterile Processing Dept
- Operating Room

Size of Target Hospitals:

- 100+ beds
- Metro areas



Pain Points:

- **Financial issues**
 - Inventory overstocking
 - Product write-offs
 - Product loss and inventory shrinkage
 - Complex consignment management
 - Pricing disadvantages
 - Matching product usage to volume
 - Insufficient or inaccurate data
- **Operational efficiency**
 - Inefficient workflow and scarce resources
 - Manual inventory counts
 - Time consuming searches for expired/recalled products
 - Multiple systems that don't communicate
- **Patient concerns**
 - Expired product on the shelf
 - Recalled product on the shelf
 - Product unavailable for procedures
 - Immediate access to product

Need to track product to patients

Key Drivers/Motivators:

- Cost savings
 - Reduced inventory, cost reductions, write-off reductions
- Patient protection
- Staff satisfaction: physicians, nurses, etc.
- Work flow improvements: Six Sigma, Lean, JIT

Validators/Tactics to Engage:

- Pilots within departments will lead to multi-projects within the hospital
- Guidance from C-levels within hospitals, reaching them is important
- Case studies from similar institutions and departments
- ROI story on purchase and implementation
- AAHRM Tradeshow and World Congress

