



RE-THINK PATIENT SAFETY

EPD VALUE ANALYSIS

A STRATEGIC GUIDE TO BUDGET APPROVAL

The Epidural Positioning Device, patented in 2001, sets the standard for patient safety and reducing risk to staff by providing a revolutionary alternative for assisting you in positioning patients safely and comfortably during epidural procedures.



Suitable for: operating rooms, labor and delivery suites, pain centers or anywhere epidurals and spinal procedures are performed.



Choosing the device model to best fit your department and budget.



Device presentations for medical staff when proposing introduction of EPD into practice.



Reduce inefficiencies in your practice to put patient safety at top priority.



How to identify with the purchasing decision maker.



How to support the concept and prove device value in your clinical practice.





EPD Journey



STEP
01

Patient Population

Identify patient population characteristics that effect device options (i.e. age, body type, weight, procedure, etc.).

STEP
02



STEP
03

Research Device

Identify differing characteristics of EPD devices (EPD Pkg 2 vs. E-EPD).



Staff Needs

Identify past productivity barriers and/or staff injuries related to relevant procedures.

STEP
04



The Delivery

Presentation outlining how to improve performance, reduce risk and increase safety with an EPD.

STEP
05

The Decision

Final execution of device approval & purchase



1

IDENTIFYING YOUR PATIENT POPULATION

75%

SURGICAL & ANESTHESIA

- Large age range
- Variety of physiological features
- Variety of procedures
- Preoperative anxiety
- Pre-procedure anesthesia
- Post-procedure pain control



25%

LABOR & DELIVERY

- Typically "young & healthy"
- Intense pain
- Enlarge abdomen
- Enlarge chest
- Pre-procedure anesthesia



<1%

PAIN MANAGEMENT, RADIOLOGY, OTHER

These markets are being educated.

- Large age range
- Variety of physiological features
- Paravertebral Blocks
- Epidural injections
- Ultrasound & fluoro-guided injections

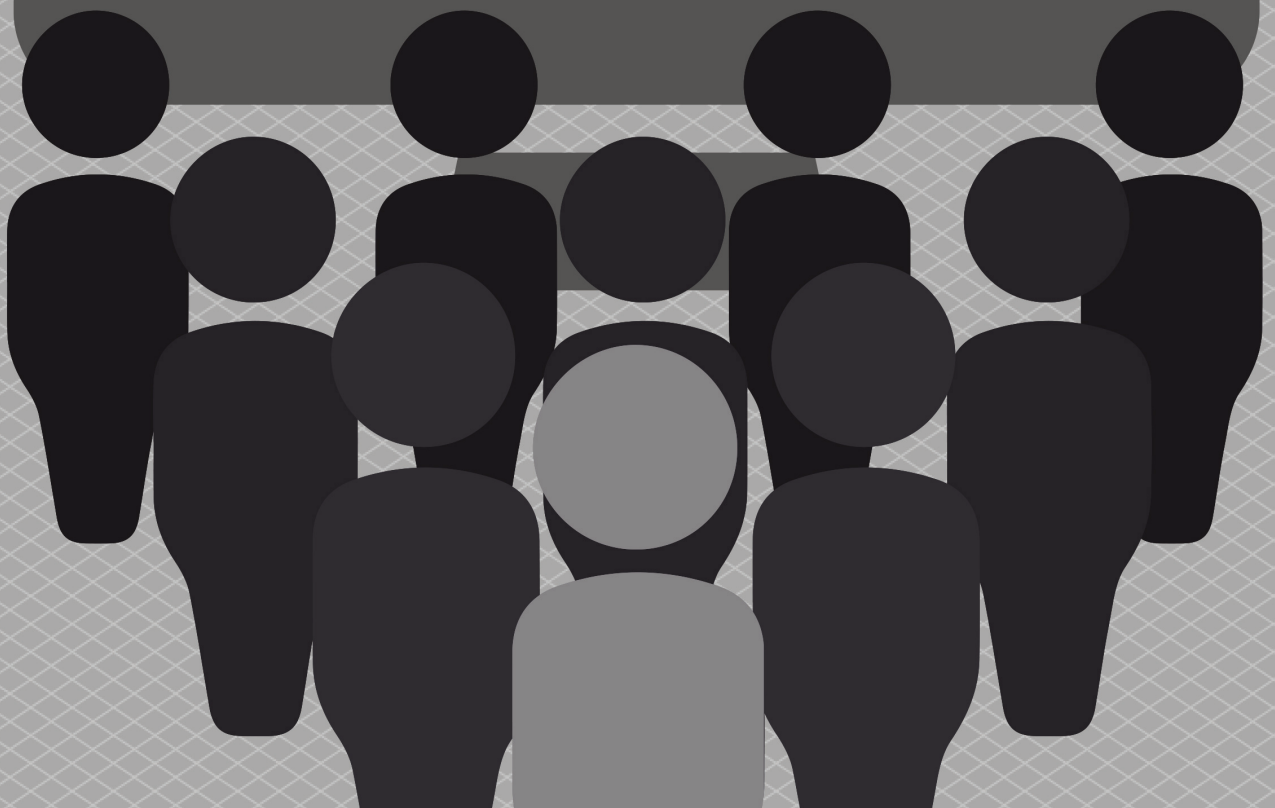


2

RESEARCH DEVICE

EPIDURAL POSITIONING DEVICE

[CLICK ILLUSTRATION FOR PRODUCT INFORMATION]





EPIDURAL POSITIONING DEVICE

CODE: EPD PACKAGE 2

Patented in 2001, our Epidural Positioning Device is a landmark device designed by an anesthesiologist that positions patients correctly and comfortably by encouraging cervical, thoracic and lumbar flexion while maintaining a solid and stable position. Manually controlled chest, arm and head support ensures that patients of every body type and size can be accommodated and the back remains immobile during epidural placement.



EPD Includes:

- 1 EPD
- 1 LDS Stand
- 1 Box Medical Grade Sani-Covers
- 2 Chest Cushions



Sani-Cover Medical Grade Disposable Face Rest Covers

50 gsm, spunbound fabric, comfortable surface & aseptic barrier

FRC-02-3110: 1 Box of 25 FRC-02-3110-Case: 8 Boxes of 25



VIEW DEMO VIDEO



ELECTRIC EPIDURAL POSITIONING DEVICE

CODE: EEPD

Our new E-EPD (Electric Epidural Positioning Device), advanced ergonomics, increased comfort and ease of use delivers faster, more efficient placements and better access to the cervical spine, making it ideal for a wider variety of pain management applications.



E-EPD Includes:

- 1 Electric-EPD
- 1 Box Medical Grade Sani-Covers
- 1 Battery Pack & Charger



E-EPD Battery Pack

(Charger not included.)

Code: LDS-1115

Rechargeable battery
lasts up to 100 cycles.



VIEW DEMO VIDEO

3 STAFF NEEDS

1



PERFORMANCE STANDARDS:
Standardizing patient care to improve patient outcomes.

2



PATIENT EXPERIENCE:
Empathizing with the patient, their needs, comfort & experience.

3



REDUCE INEFFICIENCIES:
Improving efficiency with higher quality standards, supplemented by cost-effective methods (i.e. implementation of medical device).

4



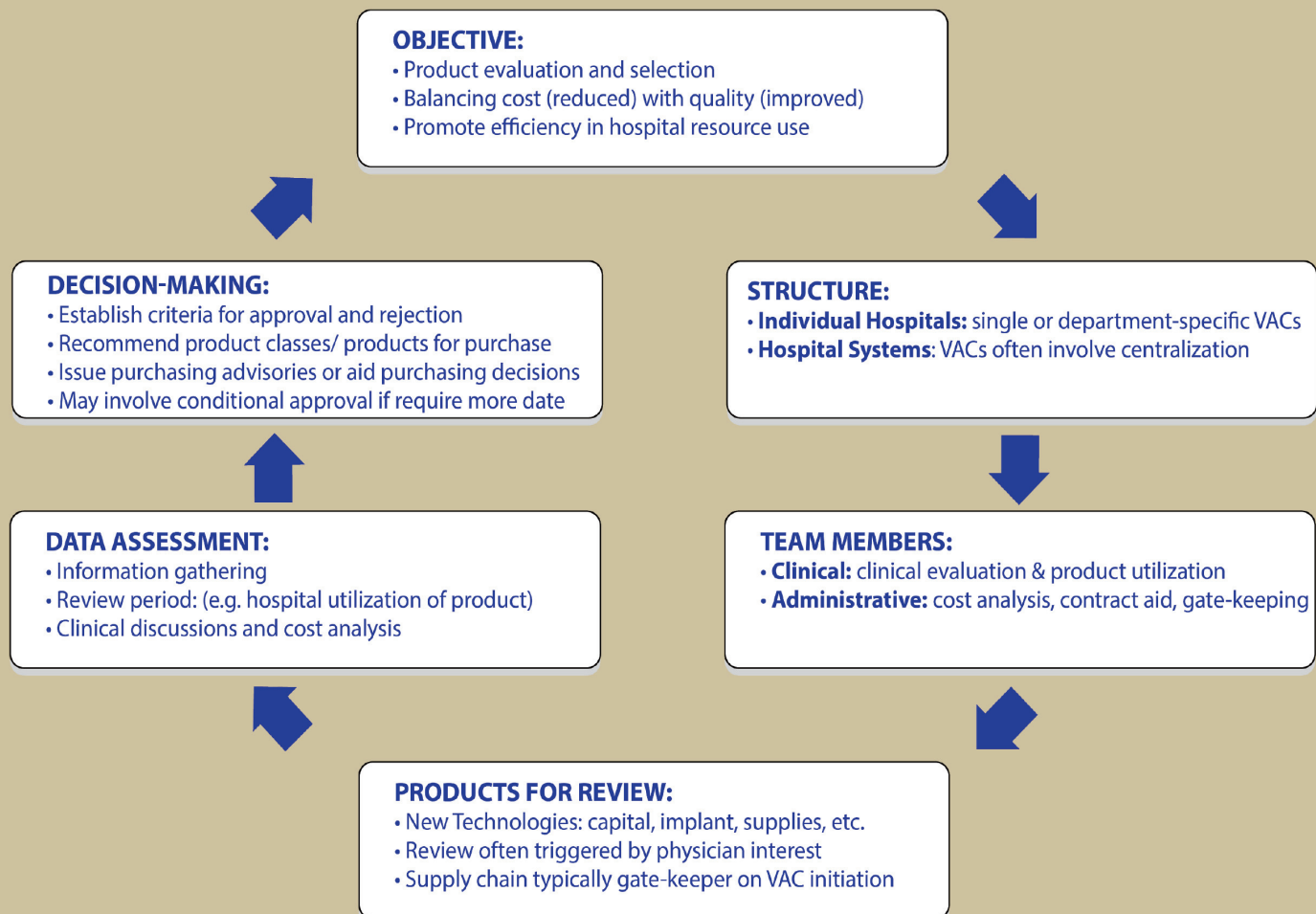
REDUCE RISK:
Provide high quality, safe patient care in the presence of optimal body mechanics. Reduce staff injury.

4

THE DELIVERY

understanding **VACs** (value analysis committees)

A Value Analysis Committee (VAC) or technology assessment committee (TAC), are a critical feature of the decision-making process. The primary goal of these committees is to reduce cost, specifically by achieving process improvements and competitive bidding. It is most accurate to assume that VACs perform a pivotal role in product selection and purchasing decisions, typically using objective evaluation criteria.





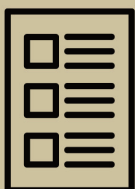
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Presenting to VACs

The PHS Medical ADVANTAGE



Product Evaluation & Selection: PHS Medical provides product trials and assists you with selecting the best EPD model to fit your needs and budget.



Data Collection & Clinical Literature: PHS Medical provides evaluating staff with tools to collect data and literature to supplement your product proposal.



Product Specialist: Need additional support? Our product specialist is available to assist you in the process and/or at the proposal.



Approval Granted: Our relationship does not end at the purchase of your device. PHS Medical is here to support you during the life-time use of your EPD.



Implementation: PHS Medical provides you with training tools to seamlessly incorporate an EPD into your clinic practice.



5

THE DECISION

You Can

IMPROVE SAFETY

WITH STANDARDIZED PRACTICE

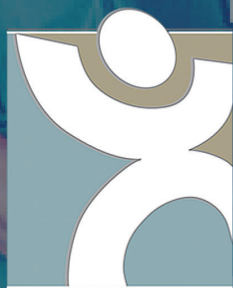
Improve

RISK REDUCTION

BY MINIMIZING WORK-RELATED INJURIES

Patient Satisfaction

is a valuable quality measure with an EPD!



PHS Medical

by Pivotal Health Solutions

724 Oakwood Rd, Watertown, SD 57201

800-743-7738

info@phsmedicalsolutions.com



PHSMEDICALSOLUTIONS.COM