

1. Program for Patients to Prevent Healthcare-Associated Infections

- With its emphasis on **empowerment**, this program addresses the consumer's concerns about healthcare-associated infections (HAIs).
- This program, which is **personalized** and **confidential**, provides consumers with simple guidance to prevent HAIs during a scheduled medical procedure or upcoming, planned hospital stay.
- This program's guidance is provided in a **formal letter** to the consumer that includes a **checklist**.
- This letter may be presented to the healthcare provider to ensure that necessary **infection control measures**, shown to prevent HAIs, will be performed.
- This letter is written and signed by Lawrence F Muscarella, PhD, an **internationally recognized expert** in the prevention of HAIs, the causes of medical errors, and the designs of complex medical devices.

2. The Facts about HAIs

According to the *Centers for Disease Control* (CDC):

- ❑ HAIs - the **4th leading** cause of death in the U.S. - are responsible for more deaths than AIDS, breast cancer and auto accidents *combined*.
- ❑ Approximately **2 million** HAIs are reported each year in the U.S., with the mortality rate of some infections (e.g., "CRE") being **50%**.
- ❑ HAIs are responsible for almost **270 deaths** each day in the U.S. costing an additional **\$20 billion**.

3. More Facts about HAIs

- ❑ Every year at least **one of every 20 people** (>5%) hospitalized in the U.S. contracts a HAI.
- ❑ At least **23,000** patients die each year in the U.S. from an antibiotic-resistant infection.

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A "Prescription" for Consumers to Ensure the Safety and Quality of their Medical Care



"Was every one of this colonoscope's channels cleaned of potentially disease-causing materials?"

4. The Importance of this Program

This program's objectives and its "prescription" for safe medical care:

- **Prevents** HAIs, saving patients time and money;
- **Represents** the patient's interest during a time of understandable fear and vulnerability;
- **Provides** the patient with a sense of security, piece of mind and empowerment;
- **Speaks up** for the patient and, upon request, will talk directly with the patient's doctors;
- **Reduces** the patient's understandable fears about contracting a HAI during a hospital stay;
- **Does** the work for the patient, removing the potential awkwardness of asking the healthcare practitioner to wash his/her hands;
- **Facilitates** communication, and builds trust and understanding between the patient and his/her healthcare providers about the risk of HAIs;
- **Ensures** healthcare staff are vigilant and providing the patient with the best possible care;
- **Provides** the consumer with a personalized, confidential letter about the risk of contracting a HAI during an upcoming medical procedure; and
- **Ensures** that the medical facility where the patient has scheduled a medical procedure practices the most rigorous safety standards.

5. How this Program Works

This program is simple:

- 1) Complete the confidential form at the following link: <http://endoscopereprocessing.com/form/>
- 2) Click "Check out here" on this same link's page.
- 3) The consumer will promptly receive an email verifying receipt of the submitted form.
- 4) Within approximately two weeks, the consumer will be provided a confidential, personalized, signed letter, and a checklist, discussing the risk of HAI during the specified medical procedure. This letter will provide specific recommendations for the prevention of HAIs.
- 5) It is recommended that the consumer present this letter and its checklist to the healthcare provider to ensure that all of the necessary infection-control measures will be in place and practiced at the time of medical treatment or a hospital stay.

6. This Program's Focus

This program focuses on vigilance and empowering consumers to participate proactively in preventing HAIs and improving the quality and safety of their health care. Can a consumer afford not to use this program?



"This program is designed to empower the consumer and ensure safe health care."

Got questions? Contact:

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7. What Types of Procedures?

- This program may be applied to many different types of medical procedures, including those performed in hospitals, gastrointestinal (GI) endoscopy centers, doctor's offices, dental suites, and outpatient ambulatory surgery centers.
- With a focus on GI endoscopic procedures – for example, colonoscopy, endoscopic retrograde cholangiopancreatography ("ERCP"), and esophago-gastroduodenoscopy ("EGD"), – this program also specializes in: bronchoscopy, arthroscopic surgery, cystoscopy, ear-nose-and throat ("ENT") procedures, and critical care in ICUs, among others.

8. Program's Mission

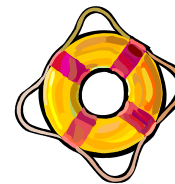
The mission of this program is to improve the trust and communications between consumers and their healthcare providers and, by doing so, to empower consumers to protect themselves and to help them prevent HAIs through this program's unrivaled commitment to safety, quality, and excellence.

9. Infection Control Blog

Dr. Muscarella, this program's founder, founded the interactive blog "*Discussions in Infection Control*," which is the most replete infection control and instrument reprocessing blog in the world. Use it often to learn about HAIs and medical errors. Visit: <http://www.EndoscopeReprocessing.com>

10. Education & History

With more than 20 years of experience in the field of infection control and the prevention of HAIs, Dr. Muscarella received his Ph.D. from the University of Pennsylvania in 1990. Since then, Dr. Muscarella has committed his professional career to improving the quality of health care through the prevention of HAIs.



"Finally, a program that comes to the rescue and sorts out much of the confusion about HAIs."

11. Lawrence F Muscarella, PhD

Lawrence F Muscarella, PhD, who developed this program, has published over 150 articles, many in the peer-reviewed medical literature. His knowledge expertise in the fields of infection control and the prevention of HAIs is internationally recognized.

12. Research & Other Experience

Dr. Muscarella has more than 20 years of experience in the following healthcare disciplines, among others:

- healthcare-associated infections (HAIs);
- infection control;
- hospital cleanliness and hygiene; and
- the causes and prevention of medical errors.

13. Newspaper Quotes

- Dr. Muscarella's research and quotes have appeared on the front pages of *The Wall Street Journal*, *Investor's Business Daily* & *San Juan Weekly*.
- His expertise has also been discussed in: *USA Today*, *The Boston Globe*, *Kitsap Sun*, *Newsday*, *Sacramento Bee*, *Pittsburgh Post-Gazette*, *The Seattle Times*, among other newspapers.

14. Medical Publications

Dr. Muscarella's articles have been published in, among other medical journals: *The Journal of Hospital Infection*, *American Journal of Infection Control*, *Infection Control and Hospital Epidemiology*, *Endoscopy*, *Gastrointestinal Endoscopy*, and *Chest*.