



The nation's premier providers of specialty
medical sales, service and education.

Tomorrow's standard of care

Charged with cutting costs by administration, today's materials management professionals have a variety of tools at their disposal -- group purchasing contracts, product standardization, value analysis, inventory control, automation. Where does new medical technology fit in?

It seems like technology has always been a black hole. It's where all the money goes after one of your clinicians sees a new gadget at a trade show.

The most difficult part about technology is assessing whether or not it truly delivers clinical and economic value to your facility. "You can save a fourth of a nurse's time," one vendor tells you. "Your patients will get out of the hospital 0.8 days sooner," says another. "Infection rates should decline 13 percent," says a third.

Given the demands already placed on you and your staff, sometimes it's easier to simply dismiss these vendors and their technologies without any analysis at all. But in today's competitive environment, you might end up paying a stiff price by closing the door to new technologies -- or by waiting until your competitor down the street adopts them.

Consider some of the following which, when they were first introduced, constituted the "cutting edge" of technology, but which today represent the standard of care:

- Tympanic thermometers.
- Blood filtration devices.
- Patient warming devices.
- Orthopedic implants.
- Closed tracheal suctioning systems.
- Pulse oximetry.

They were all brought to market by specialty distributors and reps, that is, the members of IMDA. We are local, independent companies that specialize in bringing to market innovative technologies. Our sales representatives are technically adept, and they carry relatively few lines, so they know each of them intimately.

The ultimate decision about implementing new technology is, of course, yours and that of your clinical staff. But you can count on IMDA members to know their technologies, and to help you evaluate -- from a clinical and financial standpoint -- whether they are right for your facility.

For commodity products, call your general-line distributor. But for new, cost-effective technologies, rely on specialty sales and marketing organizations to bring them to you. Rely on IMDA members.