



THE ALTERNATE Source

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Handling Objections

by Dennis Deatruck
Certified Radiation Equipment Specialist (CRES); President, Mid-Michigan Bio Medical, Inc.

This article is the first in a series designed to provide you with valuable sales and marketing tips. Please contact RPI if you would like to contribute to this new series of marketing and sales tips.

In the bio-medical repair field, good sales skills are just as important as good technical skills. As we strive to achieve excellence in our discipline, so should we master the art of selling.

In the past, I have had many experiences similar to this: The phone would ring and Dr. Brown's secretary would say, "The autoclave is broken. How much will it cost to repair?" I would tell her and she would respond by saying, "That's a lot of money." My reply was, "Yes it is. Why don't you think about it and get back to me," never to hear from her again.

The customer's objection would stop me in my tracks and prevent me from completing the sale. Now, after having been coached on the art of selling, I

respond this way. "Yes, that is a lot of money but others have found by investing in their equipment, it will last longer, provide them with extended service life and eliminate the need to buy new. May I schedule time to come and repair the unit?"

This technique in dealing with objections has resulted in a significant increase in sales. By managing the call, we are able to resolve the customer's objections and complete the sale. If you are interested in additional reading on the topic of "cold calling", I can recommend *Nose to Nose Selling* by Phil Kline.

As service engineers, I have no doubt that we are represented by some of the best and brightest in the field today.

However, as salesmen, we are lacking the fundamental skills required to be truly successful. A sale can be managed from beginning to end. All that is required is some fundamental skills and knowledge of the customer's buying motivation.

Editor's Note: Dennis Deatruck has been in the bio-medical field for more than 15 years. He was one of the first 100 people to become a Certified Radiation Equipment Specialist (CRES). As a bio-medical technician and a CRES, Dennis worked for several major hospitals. Four years ago, he founded and is president of Mid-Michigan Bio Medical Inc., which currently services over 180 accounts.

To obtain a copy of *Nose to Nose Selling* by Phil Kline, please write to Dennis Deatruck, Mid-Michigan Bio Medical, Inc., 1900 South Cedar Street, Room #204, Lansing, Michigan 48910.

MORE ABOUT THE OEM/ALTERNATE SOURCE DEBATE

In the Fall, 1991 edition of our newsletter, *The Alternate Source*, we printed an article by Albert Lapidés, "The OEM/Alternate Source Debate, Finding a Win/Win Approach". The article focused on an attempt by Midmark to restrict your ability to purchase alternate source parts for the repair of Midmark equipment.

Shown below is an example of the opinions expressed by many of our customers in response to Midmark's actions.

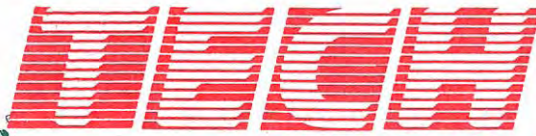
*“Albert Lapidés:
Just wanted to let you know we have been satisfied with the quality merchandise and swift, efficient service of your company, and let you know our business is in no way going to change from previous dealings with you.
Thank you! Good luck!
....., Equipment Manager
..... Dental Supply”*

Editor's Note: This letter was completely unsolicited, but, for obvious reasons, we have chosen not to print the author's name or the name of his company.

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TALK

by Andy Sandelski, BSEE
RPI Product Development Department

TROUBLE SHOOTING TIPS FOR MEASURING LEAKAGE CURRENT

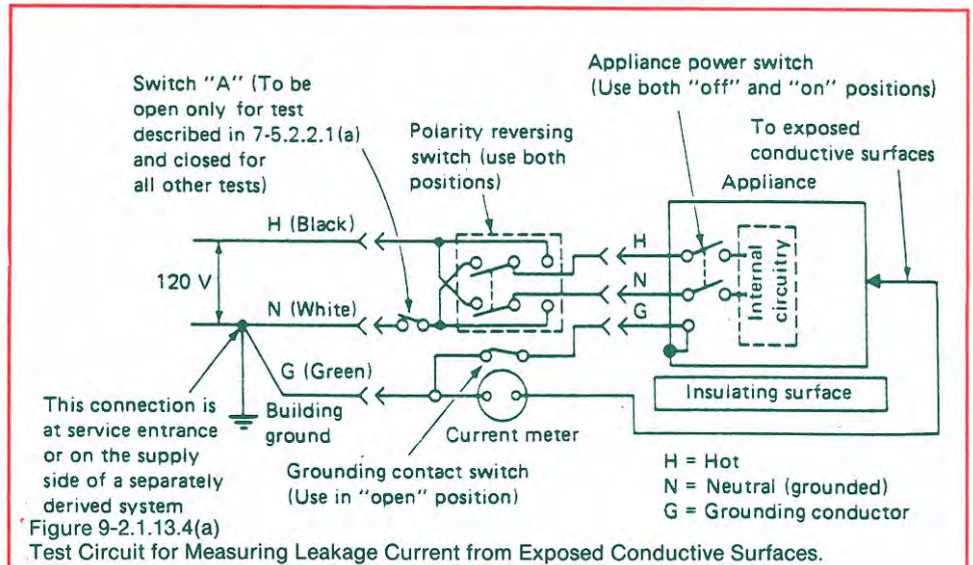
Lately there have been some concerns and questions about leakage current. Most of the concerns center on heating elements used on autoclaves. There are three frequently asked questions. How much leakage current is allowed? How is leakage current measured? Where is leakage current measured?

Before answering these questions, a definition is in order. The 1990 edition of the NFPA 99 Standard for Health Care Facilities states leakage current in the following manner: "Any current, including capacitively coupled current, applied to a patient but that may be conveyed from exposed metal parts of an appliance to ground or to other accessible parts of an appliance."

Q1. How much leakage current is allowed? At present time, there is no set level or limit. The Association for the Advancement of Medical Instrumentation (AAMI) Electrical Safety Committee is in the process of reviewing the standard, Safe Current Limits for Electromedical Apparatus (ESI-R-10/92). The deadline for approval of this standard is set for December 7, 1992. Although, at present the NFPA 99 Standard lists a 500 uA level for general public areas.

Q2. How is leakage current measured? Leakage current measurements should be made with all controls in positions to cause maximum leakage current readings. When testing, be sure the device is fully assembled. As an example, if one were to check an autoclave for chassis leakage with an electrical safety analyzer, the following tests should be performed:

- GROUND — NORMAL POLARITY
- UNGROUND — NORMAL POLARITY
- GROUND — REVERSE POLARITY
- UNGROUND — REVERSE POLARITY



Source: Health Care Facilities Handbook, 2nd edition, Burton R. Klein, Editor. NFPA99-1990 Standard for Health Care Facilities, Quincy, Massachusetts.

These tests should be made with the device on as well as off, and the neutral switch open.

Q3. Where is leakage current measured? Leakage current is measured from the exposed conductive surfaces of the device to ground. The diagram above depicts a test circuit for measuring leakage from device to ground.

Prior to performing a chassis leakage test it is wise to take a ground cord resistance check. A proper ground serves two purposes: 1) it drains off leakage current; and, 2) it will break the hot line in case of a major fault (by

blowing the fuse or tripping the breaker). In addition, it protects the person performing the test from electrical shock in the case of high leakage current. The NFPA 99 Standard lists a resistance value of less than .5 ohms measured from exposed conductive surface to the ground pin of the plug.

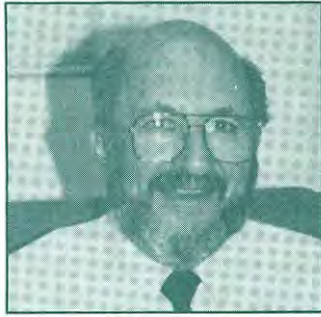
In summary, an acceptable method of monitoring leakage current is to utilize a good preventive maintenance program. Instead of evaluating a device at a specific level, look at the numbers from a deterioration process. When the device progressively moves in a negative direction take steps to correct the possible hazard.

HERE WE GROW AGAIN

We would like to introduce the two newest members of RPI. A warm welcome goes to **Maria Cortez**. While Maria has been with RPI several months on a part-time basis, we are pleased to announce that she has accepted a full-time position in our shipping department.

The marketing department has grown with the recent addition of our new marketing manager, **Joan Woodlock**. Joan will be responsible for planning and directing RPI's marketing and sales activities.

from
the
desk
of
the



Al Lapides, President

PRESIDENT

A few weeks ago I made a presentation to the annual meeting of an organization called MERA, Medical Equipment Repair Association. The presentation was on all the things I've been writing about concerning problems facing ISOs. What is most interesting about this group is they're way ahead of the rest of us. They're already working with OEMs. They have been for years. Rather than fight the OEMs, they educated them. They convinced some OEMs to join in what could be called a loose partnership.

Let me give you some background. MERA was started in the '70s by a nationally recognized consultant, Mike Brinkman. He is the Director of the

group. It began doing much of the same things a trade association does: solving common business problems, keeping up on standards, being informed on industry matters, etc. Mike has evolved them into an association which, in addition to their primary independent work, acts as the factory service network for a large number of OEMs. They are actually under contract to represent their OEMs nationally or regionally, depending on each OEM's needs. To assure maximum quality, membership is limited with only one ISO per defined geographic area. Members are carefully screened before being invited to join.



MERA Annual Meeting in Cape Cod, MA, October, 1992 — Sharon & George Lewis, B.E.S.T., Inc. Savoy, IL, Ivan Frank, Sienco Instrument Service Co., Denver, CO.

And members who do not maintain the standards of MERA in all aspects become ex-members.

I'm not trying to sell MERA, nor am I trying to say that everyone should copy their ways. What I am trying to sell is that there are many ways besides litigation for us to meet the growing needs of our industry. They have found one way. We know it won't work with all OEMs. But there are other ways that must be discovered by all of you, individually and in concert. Education is the ultimate course. If OEMs can be educated to the value of the ISOs to their own personal benefit, both the battle and the war will be won. I know we can't completely eliminate the need for litigation to further our cause. But we can certainly limit it by concentrating our efforts on teaching. It is this sort of goal that must be adopted by all of our trade and professional organizations. The newest of these, ISNI, must adopt this course of action. They are the leading organization in the area of ISO-OEM relationships. This is the reason for their formation. They must take the lead. Litigation may be the short term solution. Working together is the long term, more permanent solution.

SERVICE TIPS



By Dale R. Harkins
President

Alpha Centauri Medical Repair, Ltd.
Vancouver, Washington

I am delighted that RPI asked me to share some "tricks of the trade" from my work on AMSCO equipment.

Tip #1. One of the major frustrations in working on bulk sterilizers is the time it takes to calibrate the solution exhaust accelerator valve. By following these simple steps, the job should take only about 15 minutes.

First, apply 8-10 pounds of steam pressure to the chamber, then manually turn the control to "slow exhaust". Now the cap on the bottom of the valve can be removed to adjust the valve. At this point, adjust the valve just enough until it opens. After adjusting, the valve should be checked by repeating the procedure, then

replacing the cap. It's simple, fast and best of all, it works.

Tip #2. Any sterilizer with a chart recorder that is slow to respond probably needs the bulb cleaned. This is often a neglected part of sterilizer maintenance. The bulb can be found in the chamber drain line. A 3-M type green scratcher pad works great for cleaning the bulb.

Editor's Note: Dale Harkins was employed by AMSCO for 13 years, working his way up to service supervisor and then specialist. Several years ago, he founded and serves as president of Alpha Centauri Medical Repair Ltd., located in Vancouver, Washington.

HOLIDAY GREETINGS TO OUR FRIENDS



WE WISH YOU THE SEASON'S BEST



from the
**PRESIDENT'S
BOSS**



Well, it's over! We've just finished moving into our new headquarters. The new facility covers more than 9,400 square feet and houses customer service, product development, quality control and the marketing department as well as the warehouse and shipping departments.

As I sit here at my old desk in our new offices, I can honestly say that the move went well, but something came out of it that I didn't expect.

Something that I believe we all know, but so often forget. I was reminded of it during this recent move and it can be applied to all of you — whether you are independent service providers or part of a large bio-med department.

It's really quite simple, do good work for a fair price and your customers will keep coming back for more.

All of the people we worked with while refurbishing our new building were people we had worked with at some time in the past. Sure, there were times when we could have spent less money by going to others, but we had a high level of confidence in these individuals. They had done right by us in the past. In the long run, I feel we saved money and time by working with professionals who knew their jobs and in whom I had faith.

We used the same moving company that we used five years ago. They did a good job then and, when we called them back five years later, they did a good job again. The same situation applied to the people from whom we purchased our office furniture, the contractor and the air-conditioning company. In the past, they had all done a good job for us at a fair price so we called them again. These people have our loyalty.

And therein lies the moral of this article. Your business is built on repeat customers, whether it's a doctor's or dentist's office, respiratory therapy department or hospital lab. You are



Sherry Lapidés, General Manager

there to service people, not just machines. Give your customers good service and a fair value for their money and they will remember. We certainly did.

And from all of us here at RPI, our thanks for the business you have given us this past year. We hope in return we have given you good service and value for your money. We want your loyalty, too. Our best wishes for a wonderful holiday season and for good health and prosperity in 1993.

SERVICE & REPAIR KITS FOR DENTAL DELIVERY SYSTEMS

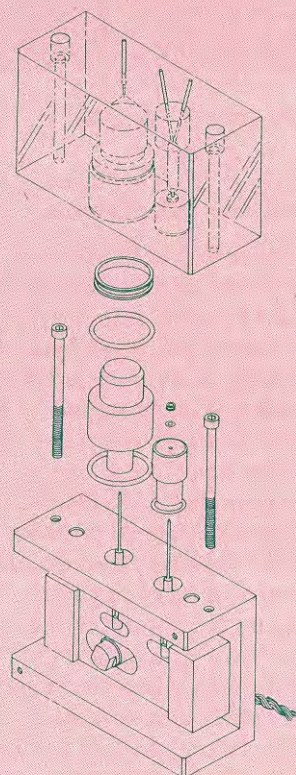
Kits, kits and more kits for your dental delivery system. RPI now offers service and repair kits for many control blocks, valves and regulators. Each kit contains the necessary parts needed to rebuild or overhaul most A-dec equipment. For example, the RPI Century II Control Block Service Kit includes diaphragms and O-Rings, as well as the spring, stem and screw — everything you need in one convenient package—ADK094.

(By the way, the stem included in this package has been specially designed so it can be removed with needle nose pliers or hemostats, and the base of the stem is stronger than earlier versions.)

For details and a complete listing of the parts that are included in each of the eleven new kits we offer, please see the enclosed new product flyers.

Instrumentation Laboratories IL 943 AutoCal Flame Photometer Dilutor Assembly

You've told us that it's difficult to do any preventive maintenance on the dilutor assembly for the IL 943 AutoCal Flame Photometer. You've had to spend a lot of time (waiting for it to come from Italy) and money replacing the entire assembly. RPI just made your life a little easier. We now offer the replacement seals that fit the dilutor assembly . . . preventive maintenance has never been so easy. The RPI part number is ILK066 and it's available now for immediate shipping. Please see the enclosed new product flyer for details.





Hi, I'm Elizabeth Link. My friends call me Lisa. I've been with RPI for almost four years. I work in the shipping department, so I know many of you by the products you've ordered over the years.

My day at RPI is not typical because I spend some of it teaching my co-workers sign language. I'm hearing impaired and this is one way we can get to know each other and become better friends. My co-workers enjoy learning and I enjoy teaching. We all have a lot of fun together. I am quite proud of my friends here at RPI because they learn very fast.

Being a native Californian, I very much enjoy outdoor activities such as playing volleyball, going on picnics, swimming in the ocean and camping. However, my first love is really arts and crafts. I like to consider myself an artist. My house is filled with pictures I have painted, mostly of animals and actors' faces. I have a degree in

commercial art and to keep up with learning more about painting and pen and ink drawings, I take classes in the evening or on Saturday.

Every year, I am asked to design and illustrate the invitation for the company's holiday party. Last year the invitation included a big teddy bear with beautiful gifts all around it. My co-workers really liked it. This year's will be different and a surprise to everyone.

Several months ago, I married a wonderful man named Kevin. We are



Elizabeth Link

very happy together. He collects comic cards and books. Some day we hope to buy a house in Palmdale, California and have many, many children (or maybe just two).

THE NEW BLOODBORNE PATHOGENS REGULATION AND RENTAL EQUIPMENT

According to a recent article written by Susan Quigley, Coordinator, Quality Assurance, Universal Hospital Services, which appeared in the California Medical Instrumentation Association Newsletter, the new Bloodborne Pathogens regulation that went into effect this past July has had a significant impact on the medical industry. The regulation affects hospitals, dental offices, labs, laundries and equipment rental companies, just to name a few. The article covers requirements regarding training, labeling, protective equipment, Hepatitis B vaccinations, and more.

May we suggest that you take a moment to read the entire article. It is quite informative. To obtain a copy, please contact Kim Kalusa, Editor-in-Chief, CMIA Newsletter, (818) 753-3193.

What's Coming Up?

Coming in March.

- **Air Shields** — Motor and fan assembly and hoods to fit the C-86 and C-100 infant incubators.
- **American Sterilizer** — More parts for the bulk sterilizers including 3/8" and 3/4" Bonnet and Sylphon Assemblies, and the long-awaited for "snap action" diaphragm.
- **Burdick** — Three new printed circuit boards that fit the EK-5A. Burdick has announced that the EK-5A will be phased out, so be sure to look to RPI for your replacement parts.
- **DEN-TAL-EZ** — Introducing parts that fit the DEN-TAL-EZ J/V dental chairs: motors, gears, switches, relays and arm pins.
- **Gomco** — Bacterial filter, new chamois disc, tubing kit—just to name a few of our new additions to the ever-increasing inventory of parts that fit Gomco aspirators and pumps.

CENTRIFUGE UPDATE

Introducing:

NEW MOTOR TO FIT CLAY ADAMS	OEM PART NUMBER	RPI PART NUMBER
Autocrit II & Microhematocrit II (Please see the enclosed price list for details.)	0558-600-000	CAM057

Also available now and redesigned for easier installation:

MOTOR TO FIT CLAY ADAMS	OEM PART NUMBER	RPI PART NUMBER
Autocrit I & Microhematocrit I	0551-600-000	CAM049
Autocrit III & Microhematocrit III	0575-600-000	CAM050



You Asked For Them—You Got Them **YOUR OPINION COUNTS**

In response to your requests, the following new parts are in inventory, ready to be shipped the day your order is received. Please see the enclosed RPI new product flyers and add them to your RPI catalog notebook.

A-dec — Pages 8A, 8B, 8C & 8D — Eleven new convenient kits including 33 new parts for servicing and repairing your dental delivery system control blocks, valves and regulators.

American Sterilizer — Page 15A — Four new kits make it easy for you to access those difficult to find replacement parts for bulk sterilizers and the "S2" valve replacement.

Instrumentation Laboratories — Page 63B — New PM kits for the IL 1300 Series blood gas analyzers and, a Dilutor Replacement Seal Kit for the IL 943 AutoCal Flame Photometer. This kit is available only through RPI.

Pelton & Crane Autoclaves — Page 78B — More new parts...including a timer and 4 heater-strips for the Magnaclave.

THE CATALOG IS COMING... THE CATALOG IS COMING

Just imagine, 20 years ago last month, RPI mailed its first catalog with all of 19 parts.

We've come a long way since then. By the end of 1993 our catalog will include more than 1,200 replacement and repair parts. We have more new products than ever before—products that you've told us you need and want. The new catalog is scheduled to be mailed during the 1st quarter of '93. Be sure to look for your RPI catalog in the mail.

Please note our new street address:

**20338 Corisco Street
Chatsworth, California 91311**

JUST A REMINDER

To help us expedite your order—please have your Customer Number available at the time you place your order. Specifying your Customer Number on all written correspondence, including checks, will help insure prompt and accurate service. (Your Customer Number can be found in the upper right hand corner of any invoice or packing slip.)

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Inquiries should be addressed to: RPI, Marketing Department, P.O. Box 5019, Chatsworth, California 91313-5019.

Additional copies of *The Alternate Source* may be obtained by calling RPI at (800) 221-9723 or (818) 882-8611.

Call Toll Free 800-221-9723 • FAX (818) 882-7028



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