



THE ALTERNATE Source

SUMMER 1993

VOLUME 3

SERVING THE NEEDS OF THE HEALTHCARE INDUSTRY SINCE 1972

NUMBER 2

1993 BMET of the Year A · W · A · R · D



AAMI's 28th Annual Convention, Boston, MA, May, 1993. Captain Michael P. Myatt, United States Air Force, CBET, recipient of the BMET of the Year Award sponsored by RPI.

BMET of the Year Honored at AAMI Annual Convention

Each year at its annual convention, AAMI (Association for the Advancement of Medical Instrumentation) honors outstanding achievement in research and development and for day-to-day management, use, and maintenance of biomedical instrumentation and technology.

RPI and the Society of Biomedical Equipment Technicians (SBET), a sub-group of AAMI, sponsor one award every year. This award, BMET of the Year Award, recognizes a biomedical equipment technician (BMET) for individual dedication, achievement and excellence in the field of biomedical equipment technology.

This year, at the 28th Annual Awards Luncheon, RPI was proud to present the 1993 BMET of the Year Award to Captain Michael P. Myatt, United States Air Force, CBET. Captain Myatt currently serves as

supervisor of the biomedical equipment and clinical engineering courses for the Air Force. Named the "1992 Instructor of the Year", Captain Myatt more than qualifies for this award for his longstanding dedication to excellence, his outstanding record of service to his country, and the high regard in which he is held by all who have worked with and for him.

This Award consists of a \$500 check and engraved plaque. Captain Myatt accepted both and then asked RPI to forward the \$500 to the Notre Dame Catholic School's Sponsor-A-Child program in his home town of Wichita Falls, Texas. The program was specifically established to assist with tuition for families who cannot afford the entire amount.

In addition to sponsoring the Award, RPI and AAMI were pleased to host the SBET Reception the following Tuesday evening. We had a strong turnout in honor of the BMETs and it was a great opportunity for all to relax and enjoy delicious food and drink.

AAMI's 28th Annual Meeting & Exposition

This year's annual meeting was the largest multidisciplinary biomedical conference of its kind. Its purpose was to introduce the latest advances in medical technology and offer an opportunity to learn how to optimize productivity and effectiveness.

A number of interesting and informative courses, sessions and round-table discussions were offered which addressed the future of the healthcare industry. However, one in particular caught our interest and we wanted to pass along to you what we learned.

"Maintenance of Clinical Laboratory and Clinical Engineering" was a combination of five presentations by experts in the healthcare field. One of the presentations was given by Myron D. Hartman, Director, Clinical Engineering, CCE, CBET at Jefferson Hospital, Pittsburgh, PA.

Mr. Hartman focused his presentation on the mutual opportunities that exist between the Bio-Medical Engineering Department and the clinical laboratory within an organization. He agreed to share his presentation with our readers. Please take a moment to read the first of a three part series in this issue, "Implementing a Clinical Laboratory Equipment Support Program", page 2.

One of the many highlights during the week of activities was a visit to our exhibit booth by the Advanced Clinical Engineering Workshop members. Since the members of this group represented countries from around the world, it was a great way for us to learn more about the international healthcare marketplace.

All in all, it was a wonderful convention.

Editor's Note: You can obtain a nomination form for the BMET of the Year Award by contacting AAMI (Association for the Advancement of Medical Instrumentation), 3330 Washington Boulevard, Suite 400, Arlington, VA 22201-4598. The 1994 nomination forms will be available this coming September.

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DID THE RPI CATALOG REACH YOU?

Are you the person who should receive the RPI catalog, price list, and New Product Updates? If so, did you receive our April, 1993 catalog? Was it addressed to you correctly? If not, please fax us the correct information, (818) 882-7028 or call us, (800) 221-9723.

Implementing A Clinical Laboratory Equipment Support Program in Your Hospital

By Myron D. Hartman, CCE, CBET
Director of Clinical Engineering
South Hills Health System, Jefferson Hospital, Pittsburgh, PA

This is the first article in a three part series. In this first article, the author focuses on what is necessary to lay the ground work for implementing a clinical laboratory equipment support program in a hospital. Although just about every hospital is organized differently, this series takes that into consideration and provides information that any hospital could apply in one way or another.

In the world of baseball, an athlete prepares for years before he makes it to the major leagues. He trains and practices to develop his skills — whether it's pitching, catching or hitting. He starts out in the farm system, moving from the single A to double A to triple A (unless, of course, the athlete is Dwight Gooden). It takes time, but all the while he's in the minor leagues, he's learning and building his confidence. He's preparing himself for that big break when he's called up to the majors.

This is somewhat the view you must take when trying to establish an equipment management support program for a clinical laboratory. Start slowly, go in increments, and build confidence. Don't become discouraged if the program is not immediately accepted. Simply take your time and be ready for when the time comes and the lab wants you.

When it comes to starting slowly, you may want to get your foot into the lab door by providing support for equipment such as centrifuges and microscopes. Build the lab's confidence in your department by doing exceptional work. Hopefully, the lab will come to trust you with all or most of their equipment and, BINGO!, you're on your way to establishing a clinical laboratory equipment support program.

Personal experiences, hospital structure, politics and resources are all influences that differ from one facility to another. So you must first determine where your department stands now in terms of providing clinical engineering support to the lab.

Going back to the example of our baseball player, are you in the minor or major leagues? To help determine your department's standing, make a list of all the services that are currently provided to the lab and rate your department's service. Indicate which tasks are performed well and which need improvement. By conducting this exercise, you may be surprised at the range of support services currently provided. In addition, the list will help you to identify what level of service you are providing.

Next, establish a goal. Where do you want your department to be and how long will it take you to get there? Be reasonable and conservative

with your estimates. Ask yourself a question. Do you want to manage all outside service on all equipment, service most equipment by in-house personnel, or act as a consultant to the lab? It's your choice, but be sure it's realistic.

Once you've completed your list and set your goals, you're ready to develop a Strategic Operating Plan. Developing a plan will help you organize your thoughts and provide a framework from which to proceed.

The best place to start when developing your plan is to gather information so you can better determine what lies ahead. You'll want to obtain information such as:

- Department Organization — How is your department organized? What is necessary once the new support program is operating? How is the Clinical Laboratory presently organized?
- Regulatory Requirements — What's required?
- Safety Requirements — What's required?
- Equipment Fundamentals and Operation
- Current Service Contracts — What's currently established? What's nearing renewal?
- Biomedical Equipment Technician Training and Education

Most of the information you need can be obtained by simply talking with the right people. If someone can't help you, they may be able to suggest someone

who can.

In part two of this series, I'll provide details about the kind of information you'll need to gather and some suggestions as to where to find it.

Editor's Note: Myron Hartman will be celebrating his 15 year anniversary in the biomedical field this September. He started his career working for ECRI (Emergency Care Research Institute) and ISS (International Shared Service) as a BMET, and is currently the Director of Clinical Engineering for the South Hills Health System in Pittsburgh, PA. Myron is an active participant in many professional organizations and has made numerous presentations on topics such as "Advances in Healthcare Technologies", "Implementing a Utilities Disruption Plan" and "Achieving Clinical Engineering Excellence" at AAMI's meetings and expositions.

What's Coming Up?

Coming this Fall...

- ▶ **Air Shields** — A variety of new parts to fit the C86, C100 & C200, including motor/impeller assemblies.
- ▶ **Air Techniques** — More new parts to fit Peri Pro® I and Peri Pro® II, including a main drive motor kit.
- ▶ **Burdick** — Once again... more new parts to fit the EK 5A, including boards.
- ▶ **Gomco** — Boards for new and old style thermotic pumps.

SERVICE TIPS



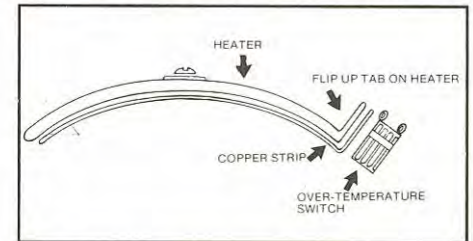
By Philip Goldstein
Product Manager
RPI Product Development Department

OCMs & OCRs

Calibrating the Over-Temperature Switch

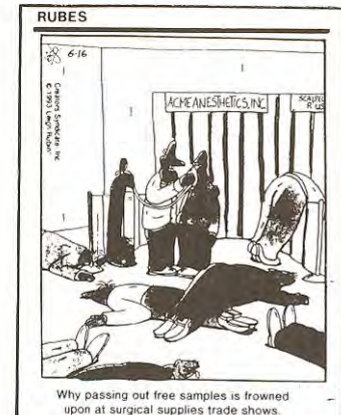
If you have been repairing Pelton & Crane sterilizers for any length of time, you have at one time or another needed to calibrate the over-temperature switch on the OCMs and OCRs. The procedure can be long and hectic. It takes time because all adjustments must be made from a cold start. The hectic part comes an hour later when the machine is still shutting off prematurely or not at all.

Not long ago, I was speaking with one of our customers who was having an adjustment problem with the over-temperature switch after replacing the original heater with one of RPI's metal-clad heaters. We considered the following: first, the metal-clad heaters maintain heat longer after they are turned off; and, second, the original copper plate used to sandwich the Pelton's mica heaters transfers heat at a different rate than a stainless steel metal-clad heater.



When a strip of copper was mounted between the metal-clad heater and the chamber, the over-temperature switch worked properly on the first calibration and continues to do so.

So, we tried an experiment. A strip of copper (1-5/8" x 4") was cut from the original heat shield. The copper strip was mounted between the RPI metal-clad heater and the chamber. The portion of copper strip that extends beyond the heater was bent parallel to the flip-up tab on the heater. A 1/8" diameter hole was then punched into the copper strip matching the hole in the flip-up tab. Believe it or not, the over-temperature switch worked properly on the first calibration and continues to do so. This adjustment problem doesn't happen often, but on the rare occasion when it does, give this a try.



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FROM THE DESK OF THE PRESIDENT

Always Challenge Success

At a special management training course I attended in 1964, Dr. Reed Powell admonished that we must always

challenge success. When we don't, we lay the groundwork for failing. He explained that we must be fully conscious of why we're successful so that we can purposely continue our course. If we don't challenge, if we don't know why good things are happening, we can't control our future.

We think we're doing a very good job for you. Our business growth suggests that. We know that we have to continue doing things well, the way you want them done to keep your business. We continue to look inside ourselves to determine how we can do things better. We have just had a study completed on inventory control recognizing the need to ship to you on the same day, while realizing reasonable profit and cash flow levels. This study was conducted as a class project by a team of students from the Graduate School of Management at UCLA. Many of their thoughts will be incorporated in our future work.

All of you need to hone your businesses for your customers. You need to challenge your successes. No matter how small your department or company, there is superb help available at your nearest university or college. Think about it. Getting an outside objective view of your operation may be the best thing you ever did.

One other thing. The wedding is over, and it was a really wonderful party. I am sorry that one of you was so strongly offended by my last article that you felt obliged to write me. I meant to offend no one. The article was written in complete jest. The humor was so broad and outrageous that I thought it would be recognized for what was intended. Obviously not for at least that one customer, for which I apologize. You are all important to me. No company could have better customers than RPI, and we appreciate all of you.

CUSTOMER

"Dear RPI,
Thank God for your company. I (we) don't have to kiss as much ### for OEM parts.

Sincerely,
Joseph Adamitts
Dental Equipment Sales"

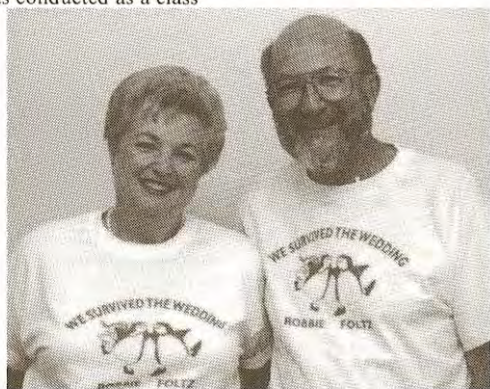
Thank you Joe. We appreciate hearing from you.

Editor's Note: When we called Mr. Adamitts to ask his permission to use his letter in *The Alternate Source*, he asked us to include the following: "...and in spite of tough OEM policy and thanks to RPI, I've survived in this business since 1966."

Well as you can tell, we did survive the wedding. There were a few glitches, as there always are when major events take place, but all in all it was a wonderful, but way-too-short evening. Everybody loved the banner reading "♥ Good Luck Robbie & Bill ♥" that was towed by an airplane above us as the processional started. The toasts made by the father of the bride, the best man and the matron of honor (our daughter-in-law, Lori Lapidis) were meaningful, but fun. The food and drinks were plentiful. And the bride was beautiful.

FROM THE PRESIDENT'S BOSS

Our two grandsons escorted my 90 year old mother down the aisle, and Robbie's two brothers were groomsmen. Al and I had a little trouble getting Robbie down the aisle, since I stepped on her gown once or twice, but we made it.



Sherry and Al Lapidis
"WE SURVIVED THE WEDDING."

The newlyweds are back from their honeymoon; we have the first wedding pictures, which turned out great; and life is almost back to normal...whatever "normal" is.

We have been meeting with all our staff, especially Joan Woodlock and Phil Goldstein, making plans for the products we want to introduce next year. We've even started

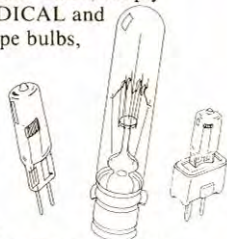
working on next year's catalog. There is never a lack of things to do.

Talking about the catalog, I must tell you how great it was to have Joan working with me on the catalog this year. Actually, she did most of the work. Joan has been with RPI only since last October, so she came up to speed very quickly. She put together the New Product Update flyers and this newsletter. Joan will be heading up our Marketing operations.

In the meantime, we hope you all have a good summer. Don't forget the sunscreen.

HOT PARTS

When it comes to lamps and bulbs, simply turn to RPI. We have MEDICAL and LABORATORY microscope bulbs, spectrophotometer lamps and assemblies, and hemoglobin bulb assemblies in a variety of different volts and amps. Or, if you're looking for bulbs to fit DENTAL equipment — you've come to the right place. We carry bulbs that fit just about all the big names in dental equipment. For details and illustrations, please see pages 102-104 in the April, 1993 RPI catalog.



Proper Handling of Lamps and Bulbs

By Andy Sandelski
RPI Product Development Department

Proper handling of lamps and bulbs is imperative if the user wants to achieve clear images and maximum bulb life. Many bulbs are packaged with a foam material wrapped around the glass surface. This type of packaging not only prevents breakage, but also is helpful in removing the lamp without touching the glass. The importance of not touching the glass surface is two-fold. First, any oils or dirt that may be on the installer's hands could easily be transferred to the glass. Any oils on the glass can cause the light from the filament to be distorted or refracted, delivering a poor image. Second, oils on the glass surface can cause "hot spots" to develop which can shorten the life of the lamp or bulb. Special care is also needed with lamps that operate at higher intensities such as dental lamps or excitor lamps used in laboratories.

A good procedure to follow when handling bulbs is:

1. Ensure that hands are clean.
2. Remove lamp from package without touching glass surface.
3. Inspect lamp surface for dirt, smudges and oils.
4. If necessary, clean glass surface utilizing a lint free cloth and denatured alcohol before installing.

These simple precautions will assure the operator a clean, bright image as well as save time and money by extending lamp life.

What's New

*You Asked For Them
You Got Them*

YOUR OPINION COUNTS

In response to your requests, the following parts are available now for immediate shipment — the same day your order is received. Please add the enclosed New Product Update pages to your April, 1993 RPI catalog.

American Sterilizer — More new parts including Bonnet/Sylphon assemblies, bellows and PRV kits to fit the Eagle and Medallion Series (see pages 18B & 18C). There are new parts to fit the 900 Series (see page 20B).

Castle (MDT) — Lights, relays, valves, knob, gauge and steam trap — all new parts to fit the 800s & 1000s (see page 34A), and three new door gaskets and a piston steam valve kit to fit bulk sterilizers (see page 34B).

Gomco — Bacteria filters, rubber cap, tubing kit, and rotary pump oil, all to fit the pumps (see page 45A).

Instrumentation Laboratory — The Waste Bottle Assembly completes the Annual Preventive Maintenance Kit to fit 1302, 1304, 1306 & 1312. They are now available and all parts in the Kit are also sold separately (see page 52B).



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NEW PARTS
PAGES INSIDE

MARKETING & SALES TIPS

By Dennis Deatrick
Certified Radiation Equipment
Specialist (CRES)
President, Mid-Michigan Bio Medical, Inc.

Everyone knows Dr. Bicker. He's never satisfied. There is no end to his complaining. If it's not the price, it's that you took too long. "You billed me for 2 hours when you were here 1 hour and 45 minutes. You charge more than I do, and I'm a doctor." Don't you wish all of your customers were just like him! You should be so lucky.

According to a national survey, we lose customers for the following reasons:

- 3% move away;
- 5% develop new relationships;
- 9% competitive reasons;
- 14% dissatisfied with product; and,
- 68% poor customer service by manager, owner or employee.

Many times we will lose a customer and never know why until it is too late. By providing managers and employees with proper training in customer service, you can eliminate as much as 68% in customer defection.

According to Michael LeBoeuf's book, *How to Win Customers and Keep Them for Life*, only 4% of our dissatisfied customers will express their concerns about the product or service.

When customers are dissatisfied with the product or service, grievances should be resolved in their favor whenever possible. Full consideration should be given to satisfying any reasonable expectation of warranty on the part of the customer. If not, you may win the battle, but you will lose the customer.

My wife, Julie, is a good example of how important customer service can be. When we go to a restaurant, she will accept whatever service is provided — good, bad or indifferent — and not complain and even leave the customary tip. However, if she is dissatisfied with the service in any way, she will never visit that particular restaurant again. She is the typical consumer, not likely to complain

and never to return. Provide her with reasonable service and she will be a loyal customer.

That's why Dr. Bicker is such a valuable customer. He is the barometer by which you can measure the quality of service you deliver. If you can keep him happy, no doubt the rest of your clientele will be satisfied also. They want the same level of service but are not likely to let you know until it's too late.

According to Mr. LeBoeuf's book, seven out of ten complaining customers will provide you with return business if you resolve these complaints in their favor. This is significant because if you don't fix the problem the first time, it will happen again and again.

Consider the following for your department, company or organization:

- Establish a training program on customer relations.
- Document problems and the results — both good and bad.
- Save correspondence for future reference.
- On a regular basis, review with your staff the importance of "excellence in customer service" and what makes excellent service within your own organization.

When we make a commitment to quality customer service, the benefits of such an effort include increased retention, more referrals, establishment of long term relationships and an improved bottom-line.

Obviously, if we deliver a reasonable product, the majority of our customers will be satisfied and, in turn, provide return business. However, as the market becomes more competitive and pricing becomes universal, quality service will be the cutting edge of competitiveness.

Editor's Note: You may recognize Dennis Deatrick's name from articles he wrote for *The Alternate Source* in our Winter and Spring, 1993 issues.

"You may win the battle, but you will lose the customer."



Well, hi there. My name is Monica Kadik. If the name sounds familiar, that's because I work in the Customer Service Department here at RPI. Oh yes, I take your orders, give you price quotes and RGA Numbers and answer your questions.

I've been at RPI for just about a year now and the most enjoyable part of my job is talking to you — the customer — and helping you find the parts you need.



Monica Kadik

On the personal side, I'm a native Californian. I have lived in the San Fernando Valley in Los Angeles all my life. Someday I hope to move to Washington state. I've been married to a wonderful man named Mark for about three years. We have three cats — Blackjack, Joey and Kitty — whom we call our "children".

We are football and hockey fans and root for the N.Y. Giants and the L.A. Kings. We also enjoy going to the movies during the weekend.

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

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