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Pacific Medical



... CORPORATE PROFILE ...



Pacific Medical opened its doors over a decade ago and is a growing and thriving organization. Pacific Medical President and CEO Andy Bonin started the business because he saw the need for quality equipment in the medical repair industry. His goal was to provide outstanding customer service while meeting industry needs. The company achieved Bonin's goal and continues to grow and provide excellent customer service throughout the world.

Pacific Medical has established itself as a trusted name in the health care industry that specializes in monitors, modules, telemetry, infusion pumps, suction regulators, fetal transducers, SpO₂/ECG/Temp/NIBP cables, O₂ blenders, endoscopes and gas analyzers.

Patient monitor devices and accessories are the areas where Pacific Medical stands out as a trusted and established leader for the purchase and repair of patient monitoring equipment.

Pacific Medical is unlike any of its competitors. It is made up of an incredibly strong team that excels in a company team environment. Since the very beginning, the company has been powered by a sense of trust among leadership and the employees and that is carried over to the relationships

with customers.

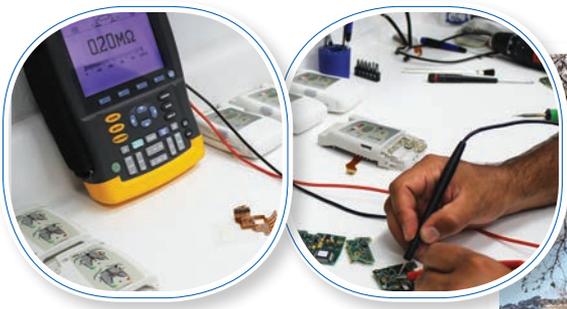
The company holds dual ISO certifications (9001:2008, 13485:2003) and that further strengthens Pacific Medical's credibility by demonstrating that its products and services meet customers' expectations. The dedicated team at Pacific Medical also continues to meet emerging industry demands in patient safety and quality.

Pacific Medical's demand for quality and superior customer service results in satisfied clients. The company's approach has also fueled accelerated growth as more and more health care providers depend on Pacific Medical for its equipment needs. Pacific Medical has grown exponentially with an increase of 50 percent in total sales from last year.

Bonin points out that the company's success is based on his formula to provide outstanding customer service while meeting industry needs.

"We are a quality-focused, customer-facing organization which understands and delivers innovative solutions for the greater good of our customers and biomed. This approach, in-turn, ensures the safety of millions of patients worldwide," Bonin says.

"Pacific Medical carries the largest patient monitoring inventory in the industry and is recognized for its cutting-edge customer service response team," Bonin adds. "Today, Pacific Medical has expanded its repair competencies which now cover multiple equipment modalities. Our success has been driven by our



commitment to be the absolute best with a core group of repairs.”

The growth and success over the first 10-plus years is a sign of things to come. The future is very bright for Pacific Medical as its high-quality employees continue to focus on excellence in every aspect of the company’s operations.

“Pacific Medical’s mission is about giving back to the customer, community and team. We also feel our mission and job is not just service, but to lead and partner with key biomed industry partners while providing them with solutions based on their specific needs,” Bonin says. “The executive management team is committed to hearing and serving our biomed partners and working together to the end result as a strategic partnering team.”

Its ISO certifications are one sign of Pacific Medical’s dedication to maintain the highest level of quality. It is this approach that powers the company and its employees to exceed the work of its competitors.

“Pacific Medical strives to outperform its peers through operational excellence, in accordance with providing a dynamic and challenging environment for employees to excel,” Bonin says. “Our vision is to continue to strengthen our position as the recognized industry leader, with the ability to sustain life through reliable medical equipment services.”

Another crucial element of Pacific Medical’s success is the leadership’s decision to invest in the company. Capital improvements to maintain a top-notch facility is one example of this objective.

Pacific Medical is constantly reinvesting in itself by ramping up a robust inventory of parts and complete off-the-shelf ready units to outfit a large hospital. The company also stays

abreast of all of the latest and greatest technology in the industry to maintain its position as a leader that customers can depend on. Pacific Medical is comfortable with this environment of fast-paced growth that continues to be supported by proper planning at the executive level.

An example of this growth is Pacific Medical’s recent purchase of a new building to expand its telemetry business. The new telemetry building was created to meet an increase in the demand for a volume of repairs and customers’ requests for critical turn times.

“The new building was acquired as a solution to support the rapid surge of Pacific Medical’s telemetry business and to provide for future growth,” Bonin says. “The telemetry department offers dedicated repair areas for the different types of telemetry devices, including a separate room for testing and quality control.”

The new building is the solution for a current need. However, it will also support future growth while meeting the current critical turn times of Pacific Medical’s customers. Everyone at Pacific Medical understands the importance of the medical devices they provide to health care facilities and the entire team strives to improve its operations to better serve customers.

“Pacific Medical is forward-thinking and understands the critical nature of timely telemetry repairs and the

industry demand for increased efficiency and streamlined repair processes,” Bonin says. “We created the new building to address the needs of our customers while meeting the increased volume in our telemetry business. We experienced a significant influx of repair volume from our customers and we needed to provide a solution to keep up with the demand. The new building allows us to decrease turn times, increase efficiency and overall customer satisfaction.”

The recent expansion also provides room to meet other needs.

“We also now have the extra space for the assembly of complete transmitter units on the shelf for purchase that can ship within the same day. We also created a dedicated department that offers a complete inventory of accessories including our disposable patient ready packs,” Bonin says.

Pacific Medical’s pride in continuing to increase cost efficiency and volume while adhering to its strict ISO processes is evident. Pacific Medical’s telemetry repair department capacity has quadrupled since the new building opened, expanding its capability for testing hundreds of telemetry units per day. Pacific Medical is now able to complete the entire telemetry repair process within 48 hours.

Again, the company’s success is a result of the foundation Bonin established to provide quality equipment more than 10 years ago when he started Pacific Medical.



The goal to provide quality equipment and outstanding customer service to meet industry needs is alive and well at Pacific Medical. It is a hallmark of the company dating back to its humble beginnings and continues to guide every aspect of its business as it soars to new heights in the future.

“Pacific Medical’s core competencies are quality, innovation, customer service, flexibility and outstanding turn times,” Bonin says. “The heart and soul of our success is showcased in our satisfied customers. We go above and beyond to meet our customers’ needs and provide the solution for lower-cost, high-quality solutions.”

Pacific Medical’s philosophy has carried over into biomedical departments who have contacted the company to partner with them and provide services over several facilities.

“We work with our customers to drive down their operational costs through volume discounts that include repair services, parts acquisition and accessories,” Bonin says. “As the organization has fully integrated their repair process into its CRM system, it creates a seamless platform for partnering organizations.”

Expert quality repairs are what customers want and Pacific Medical is there to deliver. The company carries a huge patient monitoring inventory of recertified equipment for sale along with OEM compatible accessories and parts from all major manufactures.

“We understand the difficult balancing act between cutting costs and trying to maintain a patient safety-first directive,” Pacific Medical Director of Sales Eric Hatteberg said. “Many vendors choose to use lower-quality parts and employ unskilled technicians. We, on the other hand, have spent considerable time and resources

educating our engineers to understand repairs at the component level.”

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The fast pace at which the industry is growing is matched, if not exceeded, by the rate at which new technology enters the marketplace and becomes a must-have for health care providers.

“The pace at which new technology is being introduced into health care delivery has grown exponentially in the past decade and we always have our finger on the industry’s pulse for every change. We are proactive versus reactive,” Vice President of Operations Damon Kelly says. “Pacific Medical takes into account that the medical technology in use today requires a very different type of technical role that includes integration and networking.”

Bonin says Pacific Medical is continuously on the lookout for ways to make life easier for customers.

“Pacific Medical is always looking for more solutions to take our products to the next level,” Bonin says. “It doesn’t stop at telemetry, and we are always looking to stay one step ahead. Our job is not just to service, but to lead and partner with our hospitals and biomed teams to meet their budget, on time and with a turn time of less than 48 hours.”

Pacific Medical’s focus on service extends to its desire to make a positive impact on the community. The

company and its employees are deeply committed to community service and giving back.

“One of the focal points of Pacific Medical’s mission and vision is to give back. We have worked with several organizations and private parties to provide discounts on our equipment to help those in need,” Bonin adds. “Our contributions include special private party support for children in need of advanced patient monitoring equipment, support to worldwide biomed societies, biomed scholarship funds for students and colleges, and working with the American Red Cross.”

Pacific Medical also works with Toys for Tots and the local Orange County Community Partners to deliver hope to less fortunate youngsters while engaging in the joy of Christmas. The company also supports Project C.U.R.E., the largest provider of donated medical supplies and equipment to developing countries around the world.

In short, Pacific Medical fosters a sense of community with its employees creating an innovative and team-oriented organization that champions support and solutions for its customers.

“Our organization is run on trust and a strong family-type of environment. Everyone genuinely cares about each other and our organized success,” Bonin says. “I have an open door policy and strong communication with my team. The culture is friendly, successful and cutting edge. Everyone owns their contribution and is continually looking ahead to take their team and their projects to the next level of success.”

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FOR MORE about Pacific Medical, visit them online at pacificmedicalsupply.com.