There are three ways to increase profitability in an office; increase revenues, reduce expenses and raise productivity. All three goals can be addressed by creating an efficient sterilization environment. A well-designed instrument management system and sterilization area can create an environment that is systematic and efficient. By presenting this new environment, you are not only doing the right thing for your practice and your patients, you will also help them implement a system that follows the CDC guidelines.
WHY IMS WORKS

ORGANIZATION
- Organizes instruments, accessories, and disposables by procedure
- Color-coded cassettes and instruments by procedure or type of user
- Simply locate and identify clearly marked cassettes
- Professional chairside image through presentation of sterile packages
- Less counter space required vs. with trays

SAFETY
- Minimized handling of contaminated sharps reduces risk of injury and exposure to blood borne pathogens
- Hand scrubbing virtually eliminated, reducing risk of injury and exposure to blood borne pathogens
- Safer transportation of soiled instruments reduces risk of injury and exposure to blood borne pathogens

INSTRUMENT INTEGRITY
- Potential damage (bending, breaking, etc.) is reduced by storing instruments in cassettes
- Cassette system reduces potential for lost or misplaced instruments
- Instruments held securely in proper cleaning positions (i.e., hinged instruments in open position) for optimal cleaning

EFFICIENCY
- Enhanced chairside efficiency and easy training with standardized procedural set-ups
- Reduced set-up time with organized storage of instruments within procedural labeled cassettes
- Entire cassette can be placed into automated washer, ultrasonic bath, and autoclave for facilitated cleaning and sterilization
- Reduced need for manual sorting of instruments into pouches
- Cleaning time reduced, allowing for a more productive team

How does IMS save 5-10 minutes per procedure?

<table>
<thead>
<tr>
<th>Manual</th>
<th>IMS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hand Scrub/ Ultrasonic</td>
<td>2 Min</td>
</tr>
<tr>
<td>Rinse</td>
<td></td>
</tr>
<tr>
<td>Disinfect Tray</td>
<td>1 Min</td>
</tr>
<tr>
<td>Dry</td>
<td></td>
</tr>
<tr>
<td>Sort Instruments</td>
<td>2 Min</td>
</tr>
<tr>
<td>Pouch/ Wrap</td>
<td></td>
</tr>
<tr>
<td>Autoclave &amp; Store</td>
<td></td>
</tr>
<tr>
<td>Prep Tray/Find Instruments</td>
<td>2 Min</td>
</tr>
<tr>
<td>Chairside</td>
<td></td>
</tr>
</tbody>
</table>
Hu-Friedy Cassette Features
Over 100 different size and color options to meet the needs of every practice.

Electropolished Stainless Steel:
Provides protection against corrosion and a professional appearance.

Efficient Hole Pattern:
Protects instruments from protrusion while allowing for enhanced cleaning and sterilization.

Smooth Round Corners:
Smooth round corners and slotted edges increase drainage and reduce drying time.

Durable Silicone Rails and Patented Compression Arms:
Safeguard instruments from damage during processing.

Positive Locking Mechanism:
Provides a visual indication that cassette is locked for safety.

Functional Accessory Area:
Functional accessory area including built-in needle cap holder and winged syringe slot for optimized positioning (available in some models).

Benefits to the Doctor
• IMS helps to optimize productivity allowing more time to provide superior patient care
• Saves in lost or damaged instruments
• Creates a professional and marketable environment
• Reduces costs
• Increases productivity
• Enhances referrals

Benefits to the Staff
• IMS helps office flow, which reduces stress and creates a team environment
• Requires less time to set-up and break down operatories
• Saves up to 10 minutes in processing time per procedure, allowing for more time with patients
• Reduced instrument handling allows for safer practices

Benefits to the Patient
• Assurance that office is providing safe procedures
• Confidence that instruments have been cleaned, sterilized, and prepared specifically for them
• Reduced waiting time for appointment
• More comfortable, stress-free visit

It is estimated that 75% of all offices in the US have an inadequately sized sterilization area
98% of IMS offices surveyed are satisfied with their investment in cassettes
The highest percentage of sharps injuries occur during cleaning - about 31%*

Sample Questions to Ask Potential IMS Offices

- How much time do you spend searching for missing instruments?
- How much time is lost each time the instrument you need is not chairside?
- How interested are you in learning how to be more organized and productive in your office while saving you time and money?
- How would you like to be able to give your patients a tour of your current sterilization area?
- What would you like to change about your current instrument processing procedures?
- How many referrals do you get annually?
- How is your staff’s morale?
- Are you fully utilizing the talents of your staff?

Things to Look for

- Dirty trays stacked in the sterilization area
- Instrument packs waiting to be sterilized
- Office staff rushing back and forth between the sterilization room and the operatories
- Operatories not cleaned up in a timely manner
- Office using multiple types of processing techniques (pouches, ponytail holders, plastic steri boxes, etc.)
- Backed up waiting room

Who to Target?

DENTAL PRACTITIONERS
Those currently in the process of remodeling or setting up a new practice.

DENTAL OFFICES
Target offices interested in upgrading or maximizing their systems for more efficiency and better patient care.

SPECIALTY PRACTICES
An orthodontic office or an oral surgery practice uses larger cassettes, larger and heavier instruments, and may be processing more than a general practice. Because of this, specialty practices have some special requirements in a sterilization area.

Oral Surgery Practices
Because an oral surgery office is using larger, heavier instruments, larger instrument processing equipment is necessary.
- 3-6 gallon ultrasonic tank or automated washer (6 gallon is preferred)
- Larger sterilizer (10” plus chamber)
- Large IMS Oral Surgery Cassette
- The sterile storage area will need to be large enough to accommodate larger cassettes for an oral surgery office

Orthodontic Practices
An orthodontic practice sees approximately 80-120 patients a day so they are processing around 6 times more than a general practice.
- At least 2 medium-sized ultrasonics (3 gallons and at least 8” deep)
- 2-3 sterilizers depending on the # of cassettes being used per day based on throughput time
- Recessed ultrasonic in the countertop or a recessed counter
- At least 8” deep sink with a high arched faucet to fit a transport basket
- Rinse tank for surgical milk (if using non-stainless instruments)

- Did you know that an assistant is in and out of the sterilization area at least 80 times a day?
- At least 3 minutes is lost each time an instrument is not available while chairside.
COST & RETURN ON INVESTMENT

Calculate Time Saved
(Based on a conservative 5 minutes saved per procedure)

1. Number of Procedures Per Day

2. Multiply by Time Saved (5 minutes)

3. Total Time Saved Per Day (minutes)

Calculate Potential Revenue

4. Your Average Billing Hour

5. Divide #4 by 60 Minutes

6. Revenue Per Minute

7. New Revenue Per Day (#6 x #3)

8. New Revenue Per Year (#7 x Days Worked)

Potential Added Revenue per Day

<table>
<thead>
<tr>
<th>PROCEDURES PER DAY</th>
<th>REVENUE PER DAY</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>$1,000</td>
</tr>
<tr>
<td>10</td>
<td>$104</td>
</tr>
<tr>
<td>20</td>
<td>$208</td>
</tr>
<tr>
<td>30</td>
<td>$313</td>
</tr>
<tr>
<td>40</td>
<td>$417</td>
</tr>
<tr>
<td>50</td>
<td>$521</td>
</tr>
</tbody>
</table>

Example: A practice billing $2,000 of revenue a day doing 20 procedures would be able to generate an additional $417.00 per day with the time saved using IMS. $2,000 / 80 minutes (6 hours) = $417 revenue/minute. 20 procedures x 5 minutes saved/procedure x $417/minute = $417.00.

Additional Selling Tools

10% OFFICE REBATE
Hu-Friedy offers a 10% Office Set-Up Rebate to any dental professional that is either setting up a new practice or expanding an existing practice. More information on the rebate criteria is available at Hu-Friedy.com or by contacting your local Hu-Friedy representative.

SIGNATURE SERIES® COLLECTION
The Signature Series Collection features a compilation of clinicians’ most popular procedural set-ups. One part code includes a cassette and the instruments at a significantly reduced price.

POTENTIAL TAX BENEFIT
Hu-Friedy cassettes may qualify for a tax deduction under IRS code Section 179. For more information, contact your tax accountant.

IMS BUNDLED PACKAGE
Simple, one part code, packages for an entire office setup. Packages include cassette, instruments, accessories and an infection control starter package at a discounted price. Packages allow for easy quoting to get IMS on the budget and keep it there.
**Selling Process**

Implementing IMS into an Existing Practice

A quick facelift to the sterilization area will allow the practice to see improved efficiency and productivity immediately. Simply de-clutter, use appropriate equipment, and arrange the steri-center with optimized flow (receiving, cleaning, packaging, sterilization & storage).

**Basic Updates to the Sterilization Area:**

- Upgraded cleaning and sterilizing equipment
  - 3-gallon ultrasonic or an automated washer with a small ultrasonic bath
  - A 10” chamber sterilizer or larger
- Standardized procedural set-ups in Hu-Friedy IMS® Cassettes

**Division of the Steri-Center:**

**Receiving & Cleaning**

An area for receiving and cleaning dirty, contaminated cassettes (cabinets on this side of the steri-center can be used for holding contaminated cassettes and instruments that are waiting to be processed)

**Rinsing & Drying**

An area for rinsing and drying (cassettes can be rinsed in the sink and left standing on their sides in the sink for drying)

**Prep, Sterilization & Storage**

An area for wrapping/pouching the cassettes and an area for sterilization and sterile storage (cabinets on this end of the steri-center can be used for storing sterile cassettes until they are ready to use)

**Timeline for New Office Build**

- **Leasehold 12 Months, Build 18 Months**

<table>
<thead>
<tr>
<th>3 MONTHS</th>
<th>5-11 MONTHS</th>
<th>1 MONTH</th>
</tr>
</thead>
<tbody>
<tr>
<td>Planning (Call Equip Dealer Rep)</td>
<td>Construction</td>
<td>Installation</td>
</tr>
</tbody>
</table>

(3 months is to move decision making forward & discuss IMS in the beginning)

**Key Activities:**

- Site selection
- Determine equip costs
- Begin architecture
- Create technology blueprint
- Obtain loans
- Sign agreement with contractor

**Judge Activities:**

- Obtain permits
- Construction
- Order dental equipment
- Order dental furniture
- Selection cabinetry

**Installation Activities:**

- Installation wiring
- Installation furniture
- Installation equipment

*Taken from p 124 of Dr. Mark Tholen's book “A Guide to Designing an Elegant Dental or Medical Office”

**Counter Space Requirements**

<table>
<thead>
<tr>
<th><strong>Cassettes VS Trays</strong></th>
<th><strong>Cassettes</strong></th>
<th><strong>Trays</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Instrument Break Down Area</td>
<td>12”</td>
<td>36”</td>
</tr>
<tr>
<td>Ultrasonic Cleaner Area</td>
<td>24”</td>
<td>24”</td>
</tr>
<tr>
<td>Sink</td>
<td>24”</td>
<td>24”</td>
</tr>
<tr>
<td>Drying and Packaging</td>
<td>18”</td>
<td>36”</td>
</tr>
<tr>
<td>Hand-piece Maintenance</td>
<td>12”</td>
<td>12”</td>
</tr>
<tr>
<td>Sterilizer</td>
<td>24”</td>
<td>24”</td>
</tr>
<tr>
<td>Tray Assembly and Storage</td>
<td>18”</td>
<td>36”</td>
</tr>
<tr>
<td>Total Space</td>
<td>11 ft</td>
<td>16 ft</td>
</tr>
</tbody>
</table>

**Sterilization Space Savings**

<table>
<thead>
<tr>
<th># of Operators</th>
<th>IMS</th>
<th>Trays</th>
</tr>
</thead>
<tbody>
<tr>
<td>4 - 6</td>
<td>11.5 ft</td>
<td>16 ft</td>
</tr>
<tr>
<td>7 - 8</td>
<td>13 ft</td>
<td>19 ft</td>
</tr>
<tr>
<td>9 or more</td>
<td>15 ft</td>
<td>22 ft</td>
</tr>
</tbody>
</table>

**IMCROWN**

How the best perform