

PROTECTING YOUR ROBOTICS PROGRAM

INSTRUMENT PROTECTION EXPERT

 BEYOND
CLEAN



Craig Ford | Founder & President SterileBits

Beyond Clean Instrument Protection Expert:

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I have a confession to make. I am the WORST at changing the oil in my car and performing the routine maintenance required to keep the car in good working order. And consequently, every car I have ever owned has broken down, not once, but many times over.

My first excuse to avoid routine maintenance is usually time. I don't feel like sitting in the car for 15 minutes while someone else does the work. I know, that's pathetic, someone else actually does the work. All I have to do is sit there for 15 minutes but I don't. Another excuse is cost. I hate to spend \$100 at Jiffy Lube so I don't.

And guess what happens . . . I end up paying way more for car repairs over time than if had slowed down, and taken the time to protect a very expensive asset in my life, my car.

I was told recently by a reprocessor of Robotic Arm Instruments, that 28% of the instruments he collected and sent to an Independent Reprocessing Center (IRC) were broken before their useful life had expired. That's a big number.

I realize that placing a Robotic Instrument onto an instrument protector or sterilization card takes time (about 3 seconds) and adds cost to the pack, but it preserves the useful lives of those instruments. It protects your hospital's investment.

I urge you to look at your Robotic instruments and calculate their worth (value) for each useful life. Then consider slowing down and protecting your hospital's greatest asset, . . . its Robotic Surgery program.

Have more instrument protection questions? Contact Craig at: craig.ford@sterilebits.com

Beyond Clean Instrument Protection Expert Biography:

CRAIG FORD

FOUNDER AND PRESIDENT | STERILEBITS



Craig Ford is the Founder and President of SterileBits, Inc., a boutique company specializing in the design and manufacture of sterility assurance consumables and products used in surgery. SterileBits utilizes a virtual business model that offers a more cost-effective approach to product development. In order to eliminate waste, improve quality, and reduce costs, SterileBits created a team of clinicians, engineers, medical device packaging, manufacturing and operations specialists that operate remotely.

Combining the core competencies and vast experience of its team, with outsourced ISO certified and FDA registered suppliers, SterileBits can deliver high quality products and much needed savings to the healthcare supply chain.

Having stood in surgery for 20 years as a sales rep and distributor of spinal implants, Craig believes in listening to clinicians and technicians to make healthcare better. “New products don’t always have to be disruptive or come from big companies. Sometimes a small change to an old standard is the best way to go.” SterileBits feels this consultative approach to product development coupled with a virtual business model is the future. Their goal is to reduce costs and create lasting value for both the providers and patients.

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