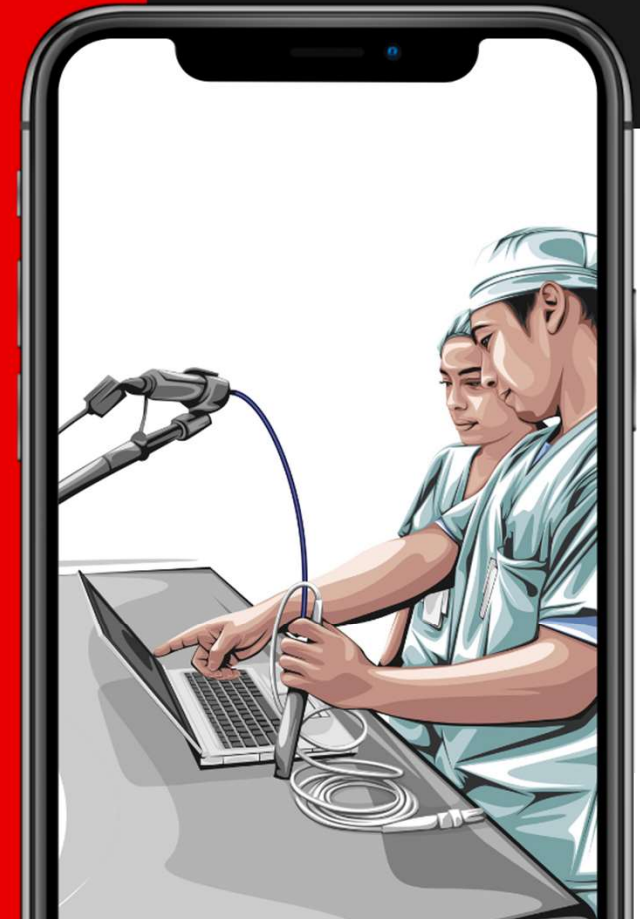


LINDSAY BROWN

# INDUSTRY DISRUPTION

→ Navigating Change in  
Sterile Processing

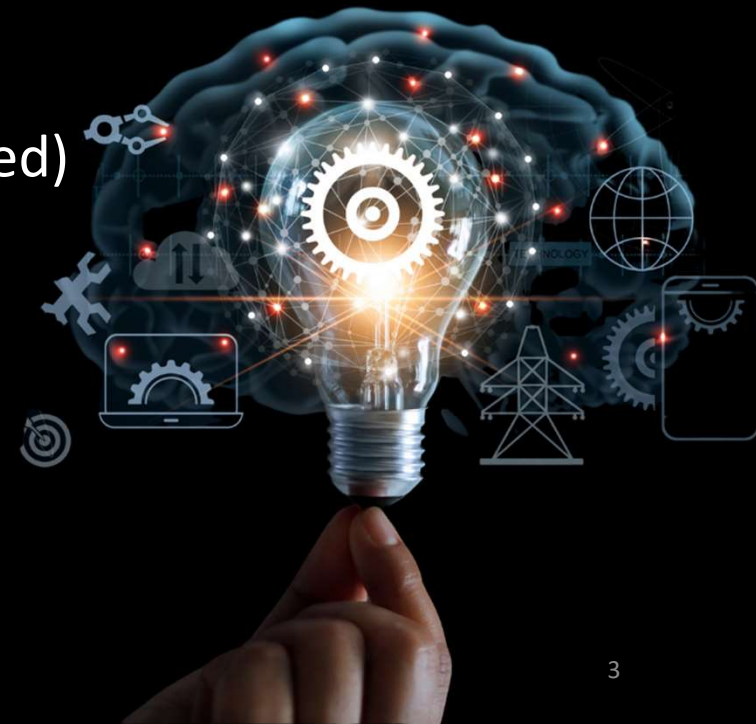


# What is Industry Disruption?

- “a process whereby a smaller company with fewer resources is able to successfully challenge established incumbent businesses”
  - It's a *Process*
  - It involves *Resources*
  - It *Successfully Challenges (Changes)*
- Disruption = Change**
- In the Sterile Processing context
    - Disruption impacts the current ways of doing our jobs or the current products/solutions we may be using

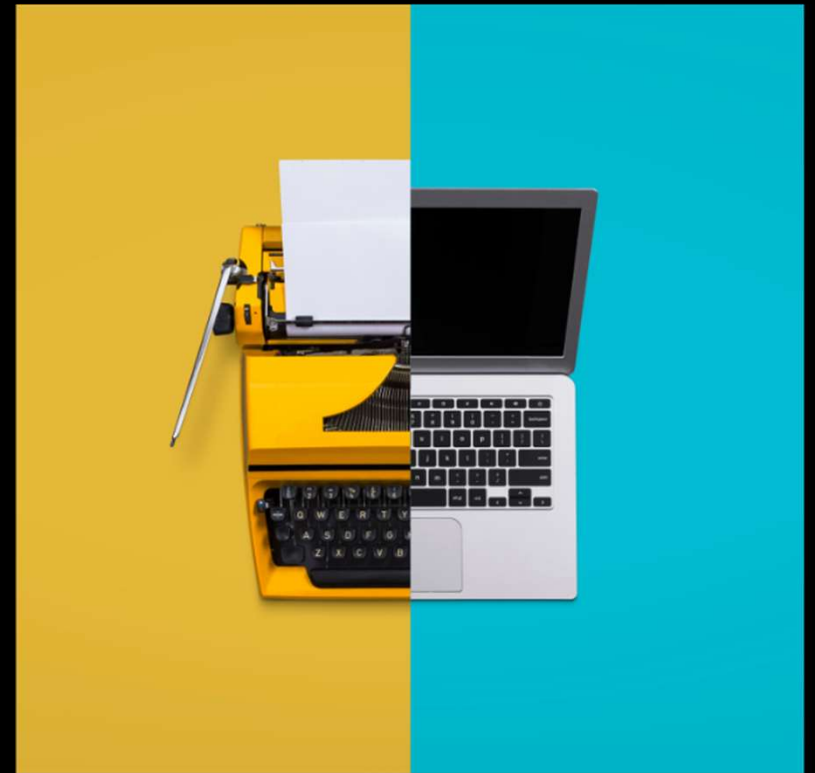
# The Process of Industry Disruption: Manufacturer Perspective

- Idea / Innovation
- Research & Development
- Patent Protection
- Validation & Regulatory Submission (if required)
- Trials & Beta-Testing
- Market Research
- Branding
- Go-to Market
- Education & User Support



# The Process of Industry Disruption: SPD Perspective

- Awareness
- Research/Evaluation
- Broader understanding on SPD workflow or quality
- Decision/Adoption
- Training/Competency
- Experience with new product
- Policy/procedure updates
- Feedback



# The Process of Industry Disruption: Regulatory & Accreditation

- Awareness
- Research/Evaluation
- Feedback from field & surveys
- Workgroups
- Review of literature & white papers
- Publication of standards or recommendations
- Collaborative conversation with Users & Industry



# When the Disruption *Process* Comes Together

MANUFACTURERS + **STERILE PROCESSING USERS** + REGULATORY

A circular diagram consisting of two thick white curved arrows. The top arrow starts on the left and points to the right, while the bottom arrow starts on the right and points to the left, creating a continuous loop that encircles the central text.

# Resources Involved in Industry Disruption:

## Established vs. Disruptive

Established product or company resources:

- Technical & Scientific
- Education
- Marketing
- Regulatory
- Market share

Disruptive product or company resources:

- Technical & Scientific (must be completed & published)
- Education (must be created)
- Marketing (must be distributed)
- Regulatory (must be approved, and standards updated - if required)
- Market share (must be earned)

# How Limited Disruptor **Resources** Impact SPD Users

- Early product/technology information may be limited
- Misunderstandings & misconceptions
- Lack of social media or web presence
- Lack of presence at trade shows or seminars
- Limited word-of-mouth testimonials
- Lack of reference or confusing reference to current industry guidelines





# Important Points on Resource Availability for Disruptive Technologies

- Limited product/technology information  $\neq$  No information exists
- Misunderstandings & misconceptions  $\neq$  The science is not clear
- Lack of social media or web presence  $\neq$  The company is not reputable
- Lack of presence at trade shows or seminars  $\neq$  The product is not on the market
  - Limited word-of-mouth testimonials  $\neq$  No other hospitals are using it
  - Lack of reference in industry guidelines  $\neq$  Not in line with best practice

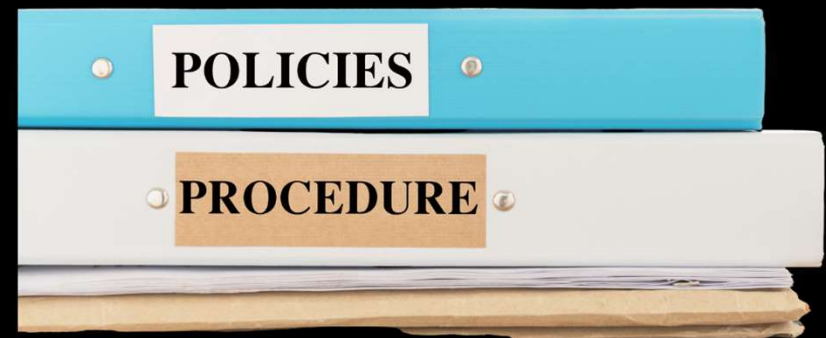
# *Successful Challenges* to the Status Quo by Industry Disruptors

- The status quo is not *always* a bad thing
- However, a successful challenge to the status quo would require:
  - Sterile Processing departments adopt the new technology or product
  - Regulatory & Accreditation organizations acknowledge (and do not reject) the change
  - Market share is gained and maintained by the disruptor



# *Successful Changes* to the Status Quo in a SPD Department

- Successful changes to the status quo in a Sterile Processing department require:
  - Thorough **understanding** of the new product/technology from all stakeholders and surgical customers
  - **Buy-in** from key decision makers and administrative support of the change
  - Adequate pre-implementation **training & competency** documentation
  - Updates to pertinent **policies and procedures**
- Consider the need of a “super-user”

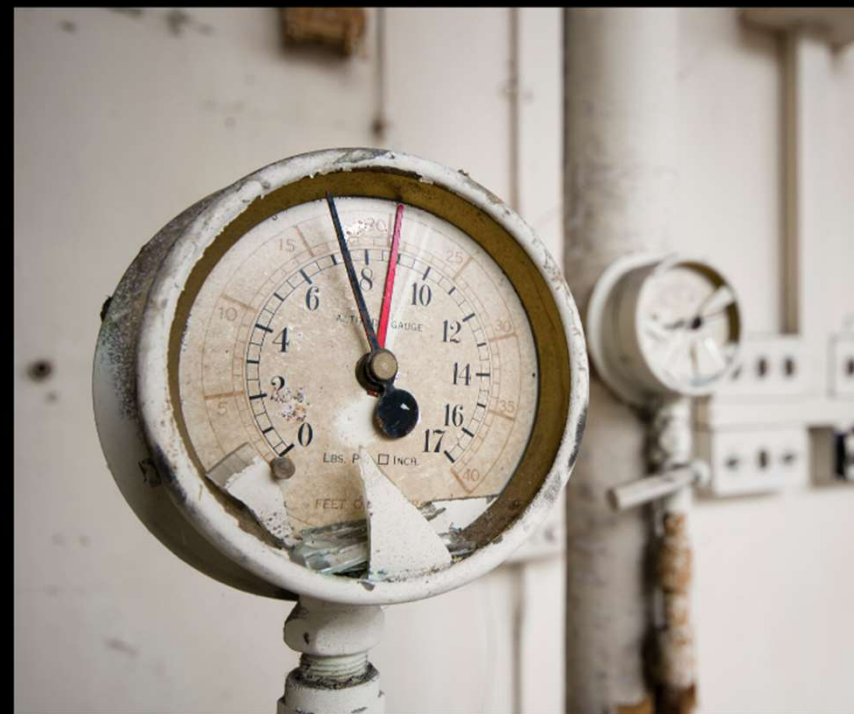


# Case Studies for SPD Disruption:

## Sterilization Parameters

- New/different sterilization parameter introduced along with a disruptive product
- Confusion among accreditation surveyors
- Rapid adoption among SPD/OR users
- Inconsistent policy & procedure updates

Disruption + Ongoing Education



# Case Studies for SPD Disruption:

## Containment Devices

- New multi-tray sterilization devices introduced as a means for bulk sterilization
- Workflow disruption in SPD & OR
- Training required for users in all areas
- Sterilizer modification may be required
- Storage implications in SPD & OR

Disruption + Process Implications



# Case Studies for SPD Disruption:

## Quality Testing Protocols for Scopes

- New products for testing & swabbing of flexible endoscopes to measure residual protein & bacteria
- Gives Endo technicians ability to quickly verify cleanliness
- Training required for testing & compliant documentation
- Industry guidelines updated to recommend such testing
- Regulatory agencies survey with this expectation

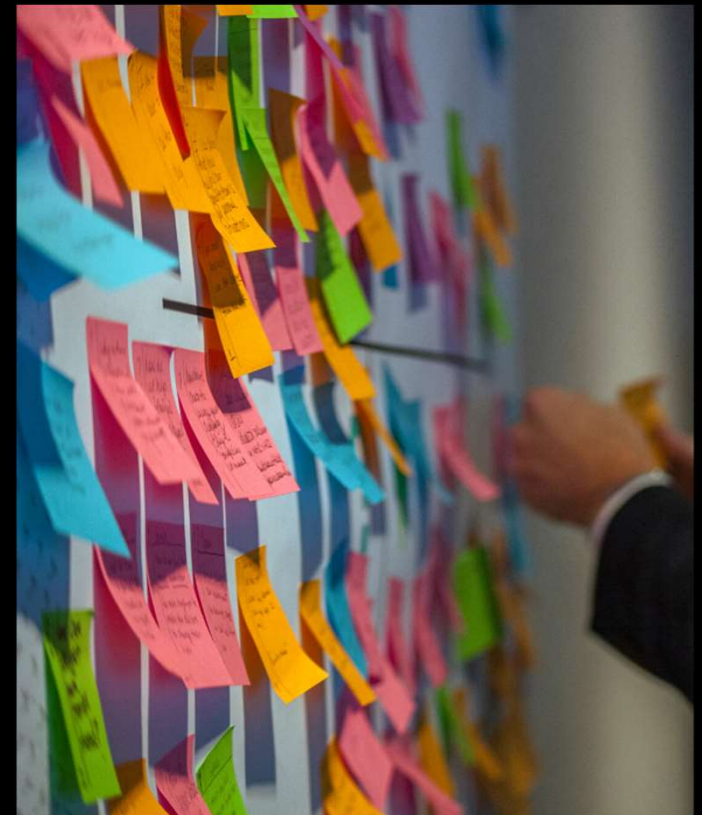
Disruption + Guidelines Driving Adoption





# (How) Should You Plan for Industry Disruption?

- Disruption is a **foregone conclusion** – it will happen sooner or later
- **Failing to plan** for it in your SPD is planning to fail
- Keep tabs on innovators through **social media**
- Network with manufacturers through **workshops and brainstorming** opportunities
- Regularly review & **update policies** and procedures
- Remember that **guidelines & regulatory often lag** behind the speed of innovation



# What is Industry Disruption?

- “a process whereby a smaller company with fewer resources is able to successfully challenge established incumbent businesses”
- It's a *Process*
- It involves *Resources*
- It *Successfully Challenges (Changes)*
- In the SPD context
  - Disruption impacts the current ways of doing our jobs or the current products/solutions we may be using

**Disruption = Change**



The impact of **industry disruption**  
on your Sterile Processing  
department is up to **YOU!**

In fact, it could be **YOU** who does  
the disrupting, with **your own**  
**innovations** & improvements.

# **INDUSTRY DISRUPTION:** **NAVIGATING CHANGE IN STERILE PROCESSING**



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# THANK YOU!