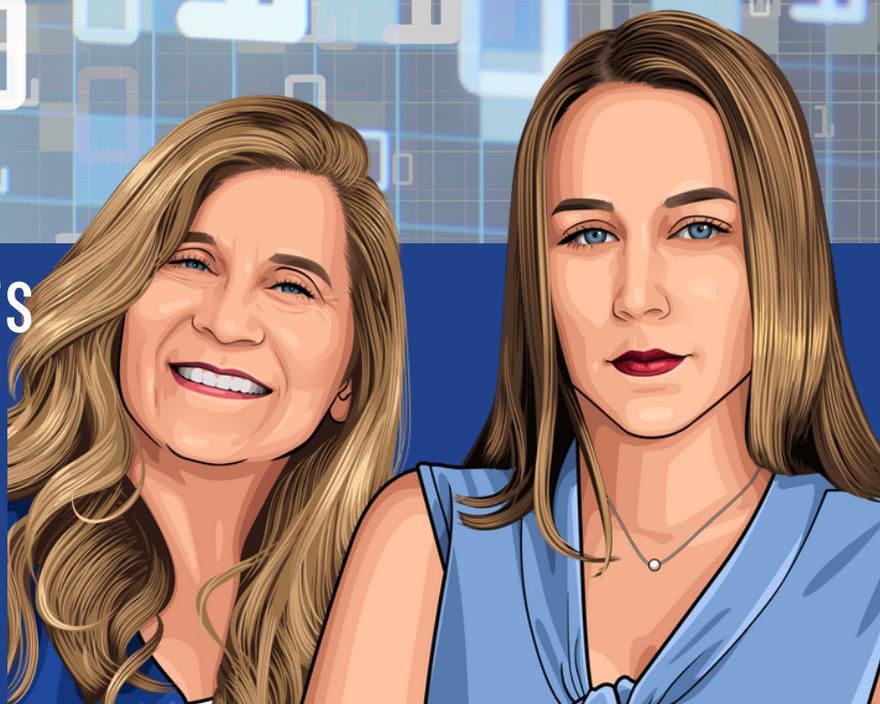


# ZERO TO HERO: SPECIFIC PRODUCTS ARE YOUR ALLY

INSTRUMENT DATA EXPERTS

 **BEYOND**  
**CLEAN**



Amy & Madeline Wooldridge | Censis Technologies

*Beyond Clean Instrument Data Experts:*

## ZERO TO HERO: SPECIFIC PRODUCTS ARE YOUR ALLY

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Hey Super People Departments!

As you enjoy the benefits of your new sidekick (electronic instrument tracking software) in the battle against Dirty Data, you will probably notice some of your own strengths and weaknesses. Specific products can be your strength. Generic products can be your weakness.

When adding products to an electronic tracking system, we all have the responsibility to disclose as much information as possible. Products added without suppliers or catalog numbers and only with descriptions are generic. Specific products have suppliers and catalog numbers as well as descriptions. Generic products are potential weaknesses for a couple reasons. First, they prevent utilization of OneSource, which means the loss of critical IFUs regarding the storage, handling, and preparation of sterilized materials. Second, you lose the quality of photos attached to products. Without a supplier or catalog number, you cannot locate photos of your instruments in any vendor database. Third, generic products are a common source of duplicates. If a product's description is the only means of identification, a simple typo or variance in spelling can create duplicates. Does your catalog have a generic #5 KNIFE HANDLE? What about a second generic #5 KNIFE-HANDLE? By adding only a hyphen (or leaving out only a hyphen), your catalog can quickly become overwhelmed by duplicate generic products without ever misspelling a word. Keep your superpower in good health by eliminating as many generic products as possible from your hospital's electronic tracking system.

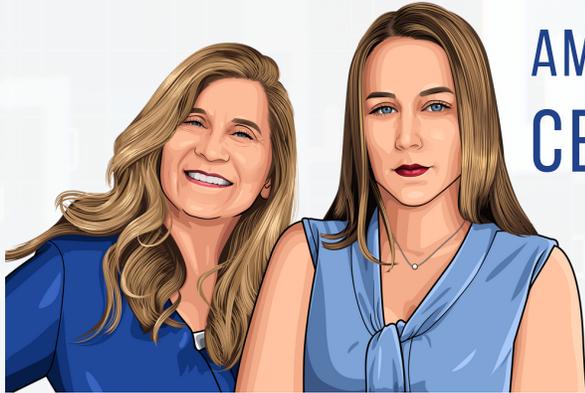
As a hero in your SPD, it is crucial to develop a system to convert your generic products to specific products when you can. Check your count sheets! If you have products without suppliers or catalog numbers, remove them and replace them with specific products; If you come across a physical instrument with a supplier and catalog number that your tracking system recognizes as generic, recommission the instrument to the correct product. Our endgame is providing the best possible data. The best products will have accurate images, clear IFUs, suppliers, and clean catalog numbers. The best heroes have peace of mind that their hospital is not liable or taking unnecessary risks with incomplete product data.

We'll be back with more ways to take down Dirty Data. Stay clean!

-Madi and Amy

Have more instrument data questions? Contact them at: [Marketing@censis.com](mailto:Marketing@censis.com)

*Beyond Clean Instrument Data Experts Biography:*



## AMY & MADELINE WOOLDRIDGE CENSIS TECHNOLOGIES

*For more information about surgical  
instrument data & tracking, contact:*

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Madeline Wooldridge is a Business Analyst for Censis Technologies, Inc. Based in Tennessee, Censis is the industry leader in surgical instrument management systems and offers advanced, web-based software systems. She specializes in serving clients' Data Optimization needs. Originally intending to attend medical school, she earned her Bachelor of Science in Psychology with a pre-medicine focus, while her professional workload consisted of customer service management and optimizing surgical instrument tracking data. Madeline joined the Censis Data Team full time more recently to help clients reach their maximum potential for data integrity. She is passionate about teaching, idea-to-process execution, and alternative problem solving. Madeline works alongside Amy Wooldridge, who earned her Bachelor of Science in Management Information Systems. Amy was a trailblazer for systems engineering and process improvement at EDS and managed several accounts at Apple prior to joining Censis Technologies. With increased productivity and accountability in mind, she created the Data Optimization service for Censis clients. She is passionate about research and data analysis. For the last few years, the mother-daughter duo has used their super power to provide hospitals with accurate and efficient instrument data together.

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