



Research, trends and Tork solutions for the Acute Care segment



What is acute care?

Acute care is a branch of healthcare that provides short-term medical treatment for patients with severe injuries or urgent health conditions. These facilities experience high daily traffic and often employ specialized departments to care for the volume and breadth of patient needs. Depending on treatment required, a patient’s typical length of stay ranges from a few hours to a week.

Acute Care

Unlike chronic care, this is short-term medical treatment for patients who are experiencing a severe episode of illness, or recovering from surgery.

Services Offered	Typical Stay	Patients Per Employee*	Spend Per Patient*	Cost to Patients*
Specialized Emergency room, surgery, intensive care, recovery	ER: 2.3 hours Admitted: 4.5 days	146	\$ 1,500	\$10,000

Why does the acute care segment matter to us?

Healthcare is the fastest growing industry in America, with overall traffic reaching as much as 570 million people per year.¹ Acute care facilities, such as hospitals, play a vital role in healing patients and releasing them from care during life-threatening medical episodes. As the healthcare segment continues to evolve, the need to provide clean, efficient and affordable healthcare becomes even more essential.

5.7M

Employees

293M

Patients per year

271M

Visitors per year

6.3B

Hand washes

1.3B

Washroom visits

90M

Brand impressions*



* A brand impression is an event where the consumer comes in contact with away-from-home tissue products.

¹US Census Bureau

Acute care decision-makers

The acute care segment features several departments that heavily influence one another, so forming a strong bond with one group can often lead to a relationship with others.

Environmental services director/manager (EVS)

This person is responsible for the cleanliness and appearance of the facility's interior. They oversee waste removal and manage the housekeeping staff to ensure patients and visitors have a comfortable and clean experience. Most purchasing decisions for cleaning products go through this person.

Inside tip: While every facility is different, the EVS manager is typically the first call for any sales effort.

Infection control supervisor

This individual's responsibility is to identify sources of infection, prevent/control outbreaks and report any infections internally and to state agencies. They also monitor for and encourage staff hand washing and sanitizing compliance. Hygiene-related product purchases are approved by this role.

Inside tip: A highly influential role, this person works closely with the EVS manager to maximize environment hygiene and improve patient outcomes. Their buy-in on new products is crucial.

Purchasing/materials manager

This person controls costs and manages the hospital's spending. They order and maintain the flow of supplies, oversee GPO relationships and negotiate final price for new products. For some facilities, they are the mandatory entry point for all vendor relationships since they have a pulse on the hospital's constantly evolving supply needs.

Inside tip: This person is always looking for ways to reduce spending without sacrificing functional or hygienic benefits.

Foodservice director (or dietary/nutrition director)

This person is responsible for all aspects of hospital-provided food services, from individual patient meal plans and menus to cafeteria dining. They are key decision-makers for all foodservice-related purchases from center of the plate to napkins and kitchen supplies. Depending on the size of the hospital, this individual typically manages a staff that includes many roles: nutritionists, cooks, cafeteria attendants and meal delivery employees.

Inside tip: The foodservice department can fall outside of the GPO buying contract and therefore may be a good point of entry to a facility. Sell napkins, Xpressnap and foodservice wipers to this target.

The influencers

These individuals are not directly involved in purchasing decisions, but can impact which products are ultimately selected.

Physicians

Decision-makers rely heavily on physicians' personal preferences for products. They have great trust in this group, often looking to them for recommendations to influence product decisions.

Nursing

Since the nursing staff frequently uses hand hygiene products, new cleaning/sanitizing solutions are shared for their consideration. Skin irritation is a primary concern, so products must be vetted to ensure softness and strength.

Housekeeping/Environmental Services Department (EVS)

The EVS department will often test new products with their housekeeping staff for evaluation before any changes are made. Housekeeping endorsements and recommendations are frequently taken into consideration in approval committees.

Recent facility trends

The acute care segment continues to evolve as new government regulations are implemented for hospitals and staff. Two key trends are shaping the way hospitals qualify to receive Medicare reimbursements.

Patient satisfaction

High patient satisfaction scores have become increasingly important to hospital bottom lines. As survey data is made available online, hospitals are implementing new processes and considering different products to improve patient experience and ensure maximum reimbursements.

- The HCAHPS® Survey was created to provide a standardized methodology for collecting and publicly reporting information about patient care experience
- Allows valid comparisons to be made across hospitals
- Survey questions focus on critical aspects of a patient's hospital experience including: cleanliness and quietness, staff responsiveness and communication, overall ratings
- Encourages accountability by increasing transparency of quality of care provided

Healthcare Associated Infections (HAIs)

Healthcare Associated Infections (HAIs) are infections that patients acquire while receiving healthcare treatment for other conditions. The Centers for Disease Control (CDC) now tracks HAIs to show how often hospital patients contract infection in the course of their treatment

- Annual direct medical costs of HAIs to hospitals ranges from \$30-40B
- US hospitals experience 1.7M HAIs per year, resulting in almost 100,000 deaths and nearly \$45B in lost revenue
- Patients who acquire infections from surgery typically spend an additional 6.5 days in care for which the facility is not reimbursed
- More and more states are mandating public HAI reporting



How Tork delivers better business

Tork systems offering quieter dispensing, enhanced image and touch-free, seamless dispensers designed to reduce the spread of infection can help hospitals achieve greater satisfaction scores.

Considerations and sales tips

- Acute care facilities have many specialized needs, so recommend solutions appropriate for specific areas (e.g., choose a quiet dispenser for neonatal ward or patient rooms, a dispenser with no sharp edges for psychiatric) rather than a one-solution-fits-all approach.
- Acute care facilities often have a range of old and new buildings. Look for opportunities to capitalize on outdated dispensing systems and planned renovations.
- Most facilities actively promote good hand hygiene— suggest using AD-a-Glance to communicate hand hygiene messaging in cafeterias and break rooms.
- Paper products in open systems typically have to be discarded upon patient turnover, so recognize that waste will be higher in patient rooms and critical care areas, where lower capacity systems may be a more cost effective option.
- With frequent hand washing, rough paper towels can cause microscopic tears in the skin that are uncomfortable and can spread infection. A higher quality, softer product can help reduce skin irritation.
- Hygiene is the key concern—closed and touch-free soap systems help promote better hand hygiene. 25% of open, refillable soap dispensers tested in public washrooms were contaminated with bacteria, while sealed systems are designed to block out bacteria and eliminate contamination.

Recommended Tork products

All areas



302020 Tork Xpress® Countertop Interfold/Multifold Hand Towel Dispenser



MB554, MB558 Tork Advanced Soft Xpress Multifold Hand Towel 4-panel
Tork Advanced Soft Xpress Multifold Hand Towel 3-panel



572020A Tork Automatic Foam Soap Dispenser



TF6810 Tork Advanced Facial Tissue Flat Box

Public and administrative areas



5510202 Tork Elevation® Matic® Hand Towel Roll Dispenser



5511201 Tork Elevation Matic Hand Towel Roll Dispenser with Intuition® Sensor



290094, 290095, 290096 Tork Premium Extra Soft Matic Hand Towel Roll
Tork Advanced Soft Matic Hand Towel Roll
Tork Premium Soft Matic Hand Towel Roll



5555200 Tork Elevation Twin Mini Jumbo Bath Tissue Roll Dispenser



12024402 Tork Advanced Mini Jumbo Bath Tissue Roll



TC0020 Tork Universal Toilet Seat Cover



HB9201 Tork Perforated Roll Towel, Handi-Size Sheet



192191, 192192, 192193 Tork Antimicrobial Foodservice Cloth, 1/4 Fold
*Antimicrobial technology - inhibits the growth of odor-causing bacteria in the food service cloth, which keeps the cloth fresh longer. t



6234000, 6334000 Tork Xpressnap® Signature Tabletop Napkin Dispenser
Tork Xpressnap Signature Stand Napkin Dispenser

Patient care areas



552120 Tork Elevation Xpress Mini Hand Towel Dispenser



555620 Tork Elevation High Capacity Bath Tissue Roll Dispenser



110291A, 110292A Tork Advanced High-Capacity Bath Tissue Roll



654021 Tork Folded Wiper/Cloth Dispenser



510175A Tork Cleaning Cloth, Pop-Up Box



192136 Tork Heavy-Duty Paper Wiper, 1/4 Fold



430150A Tork Paper Wiper Plus, 1/4 Fold