



## Expert Quotes



**Gene Burke, MD**  
**VP & Executive Medical Director, Clinical Effectiveness**  
**Sentara Healthcare**

*We knew we needed to do better but we were at the limit of what we could achieve by changing human processes. We knew if we were going to meet the expectations of our patients, we had to find something added to what we were already doing. And so when this opportunity came forward, we thought this might well be that solution, so we decided we would find out.*

*We saw a statistically significant reduction in those infections, comparing the part of the hospital in which we installed these new products versus the ones where we did not.*

*Having an additional tool to help combat those is absolutely vital to our industry, and to meeting the expectations of our patients, so to me, finding that these products have actually made a difference is an incredible advancement.*



**Howard Kern**  
**President & CEO**  
**Sentara Healthcare**

*Our experiment with copper products and the clinical trial just published reflects the Sentara commitment to innovation. We are relentless in the pursuit of improved clinical outcomes and an exceptional patient experience and these copper products are helping us achieve both of those goals.*



**Terry Gilliland, MD**  
**Chief Medical Officer**  
**Sentara Healthcare**

*Copper doesn't obviate the robust clinical process we have, but it helps, and it pushes us over the edge to make it so the hospital rooms are safer for our patients.*

*This is revolutionary. It's practical, but it's revolutionary.*

*I think what we're saying to our patients is that you're important to us, and making sure we don't harm you is important to us as your care team.*

*It's easy math, and it's much more than finance. It's about the culture and commitment of the company so that we don't harm our patients.*



*My sense is that everything we touch will have some kind of copper associated with it, from doorknobs to computer covers and devices used between patients. It will take time, but I believe it's inevitable.*



**Robert Broermann**  
**Chief Financial Officer**  
**Sentara Healthcare**

*The ROI is all around avoiding infections. While the total cost of the average readmission for an infection is a bit cloudy, it's clear to me that there is a positive ROI.*

*I firmly believe it won't take that many avoided infections before we're on the right side of the ledger here.*

*Each one of those avoided infections is going to get the patient out of the hospital more quickly and avoid a readmission that hurts us on the Medicare side, not even discussing the effect infections have on patients.*

*It's one more layer of protection. It's one less layer of Swiss cheese, if you will, for a mistake to get through.*



**Terrie Edwards**  
**Corporate Vice President, Sentara Healthcare**  
**Former President, Sentara Leigh Hospital**

*This is something we had literally 1,200 employees behind. From the housekeeping staff, to the nurses to admissions, they all like to tell the story and patients like to hear you're doing something extra to help keep them safe.*

*So when I see a frail, elderly patient when I make rounds, and they're in bed with those sheets and they're prone to bedsores, there's that added sense that we're doing all we can to make it better for that patient.*

*That quality of care, that feeling of safety, that it's what you would want for your own family member, coupled with your reputation, I think it makes a big difference.*



**Ken Trinder**  
CEO, EOS Surfaces, LLC

*One of our concerns was, we're going into a really clean hospital. Are we going to be able to move the needle in a hospital considered really clean and at the top of its peer group? Knowing that we moved it so significantly in a very safe hospital, we are excited for the opportunity to move the needle in a hospital that can use this augmentation to its existing protocols.*

*To find out that it is having an effect on hospital acquired infections, the transmission of these infections and interrupting these pathogens from getting to patients, that's huge.*

*Put aside the financial aspect of this and what it means for hospitals and the burden on health care. Just for patients themselves...that's been incredibly rewarding for everybody who's worked so hard on this.*

*What we wanted to do was develop something that carried this technology, but could also be pleasing, and could be molded and shaped to fit anything, and that was practical.*

*We posted such huge numbers, such big reductions, that if we only hit 50% of that if you put our materials in, it's still going to pay for itself very quickly.*



**Chris Andrews**  
CEO, Cupron, Inc.

*Conducting a clinical trial in a working hospital absolutely adds credibility because hospitals are extraordinarily complicated places.*

*Literally these are just passive surfaces that are constantly self-sanitizing*

*So you're not asking your ESD team to do anything they were not already doing before. You're not asking the laundry to do anything different, you're not asking the nursing staff or the doctors, or the patients to do anything differently.*

*The patient is either the source or the recipient of pathogens. With our linens, we surround the patient with all of the soft surfaces that will come into intimate contact with the patient.*