



SKINTEGRITY™
Total Skin Health Solution

A close-up photograph of an elderly person's face, focusing on the eye and surrounding skin. The skin is wrinkled and aged, with visible lines around the eye and mouth. The person has light brown eyes and is looking slightly to the side.

SETTING A
NEW STANDARD
IN SKIN HEALTH.

Facts About Skin: Cost, Quality and Outcomes.

\$43,000

The average estimated cost of treating a pressure ulcer. ¹

1.5 million

The number of skin tears that occur annually in older institutionalized adults. ²

17,000

Lawsuits annually and growing for pressure ulcers alone. ³

28%

Of nursing home residents have pressure ulcers. ⁴

78.6%

Of patients in long-term care will experience incontinence, which can lead to moisture-associated skin damage. ⁵

159,000

U.S. nursing home residents (11%) have pressure ulcers. Stage 2 pressure ulcers are the most common. ⁶

70%

Of pressure ulcers occur in patients older than 65 years. ⁷

60,000

Hospital-acquired pressure ulcer related deaths annually due to an increased risk of infection. ⁸

Everyone's trying harder, but there's still room to improve. Let's change the stats.

IF YOUR SKIN OUTCOMES AREN'T WHERE YOU WANT THEM, YOU'RE NOT ALONE.

We understand that you face unprecedented challenges, including growing numbers of patients/residents per caregiver, increased emergency room visits, lower payments and evolving regulatory standards.

Payers continually measure you on

protocols ranging from fall prevention

to skin health, and expect your

performance to improve in all areas.

In this new healthcare environment, your organization and many others may find it difficult to meet skin standards.

What's needed is an easy-to-adopt, evidence-based skin solution that pinpoints where gaps occur across the continuum of care. Such a solution would go beyond simply following protocols. It would also help improve your skin results through a proven education program, clinically tested products and useful outcomes management tools.

PROTOCOLS CAN PROVIDE A FALSE SENSE OF SECURITY.

If you've already put skin health protocols into place, you may well ask, why the need for a multi-faceted skin program? Because many organizations that institute protocols still find their skin outcomes don't measure up.

While the protocols provide a useful base, it's often necessary to do a deeper dive to assess whether your staff is actually following the protocols and if the protocols you're using are up to date.

THE TELLTALE ORGAN.

As the largest and most visible organ, the skin is the first place your caregivers may see evidence of health breakdowns in patients and residents. But if caregivers simply check off a list and don't take ownership, they may miss the full story the skin tells. How do you know if your protocols are failing? Your outcomes will tell you.

Ask yourself...

- Does your staff have a deep understanding of the skin's vulnerabilities?
- Do they closely monitor individuals to detect warning signals of skin breakdown?
- Do they go beyond the protocols to make sure skin health status is continually assessed, regularly re-evaluated and communicated as patients move through the continuum of care?

The real indication of successful performance is the skin itself.

RESOUNDING IMPACTS ON YOUR ORGANIZATION.

Like dropping a stone in a pond, there's a ripple effect through your entire organization when a patient or resident suffers a skin breakdown. Skin issues hurt healthcare organizations by compromising patient/resident care, raising costs per patient/resident and exposing organizations to costly litigation and regulatory penalties.

Skin Breakdown

Compromised Care

A patient who receives compromised care endures longer-term pain and suffering.

Penalties

Facilities are closely monitored for skin health issues, and subject to penalties when skin breakdown occurs.

Per Patient Cost of Care

Cost per patient is watched by regulators and by insurance companies. If costs rise due to skin health issues, you could become a target for penalties.

Impact

Penalties and increased re-admission rates hurt your facility's referral patterns. Additionally, morale falls across your organization as caregivers and other staff suffer from a sense of failure.

Litigation

Skin breakdown is a leading cause of litigation against healthcare providers, with more than 17,000 lawsuits filed annually for pressure ulcers alone.

Assessing skin health across the

CONTINUUM OF CARE

Caregivers and management must continually evaluate skin as patients and residents move through the continuum. Failure at any level sets the stage for skin breakdowns to develop.

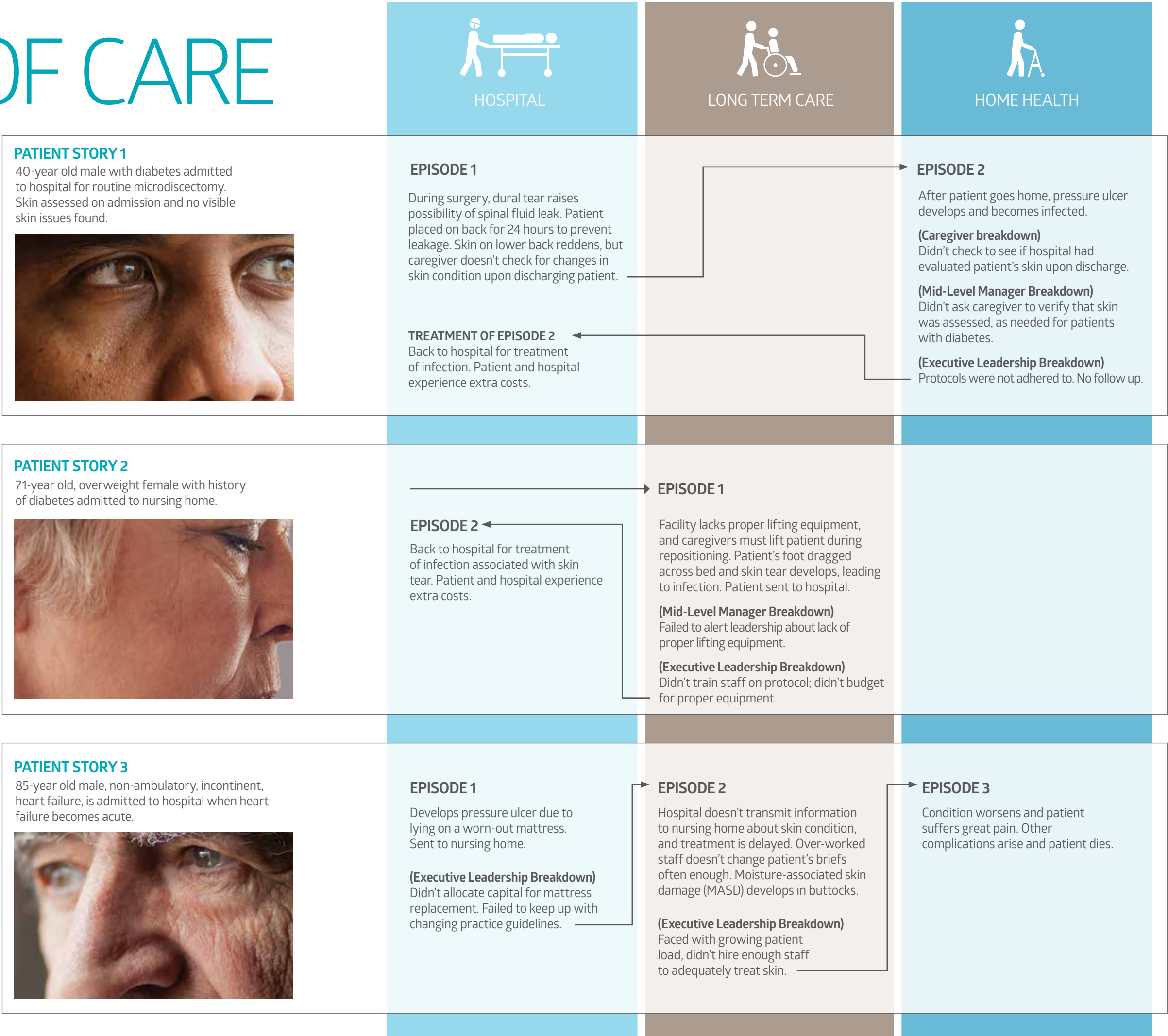
When a person is admitted—whether to a hospital, nursing home, hospice or rehabilitation facility—caregivers must ask the following questions:

- What condition was the individual's skin in upon admission?
- What pre-existing conditions might factor into the likelihood of an individual developing skin breakdowns?
- Has a comprehensive skin assessment been performed?
- What specific factors will impact treatment?

After admission, skin continues to be a key link along the chain of care at the facility and across the continuum as individuals move between acute- and long-term care or home healthcare. Caregivers, mid-level managers and executive staff must regularly assess, evaluate and communicate about any weak links where skin breakdowns could occur.

Even after identifying weak links, organizations must regularly measure results to ensure positive skin outcomes. They should continually incorporate evolving industry protocol and provide their patients/residents access to evidence-based products that support better skin health.

Let's follow the course of treatment for three very different individuals who enter the healthcare system. We'll see how skin problems arise in these patients and residents despite protocols in place to prevent them, and learn where things can go wrong despite the best intentions.



4 STEPS TO

STRENGTHENING YOUR SKIN OUTCOMES.

In healthcare, many of us are familiar with the concept of Continuous Quality Improvement (CQI), a process-based, data-driven approach to improving the quality of a product or service.

To improve your skin health results, it's helpful to combine the CQI model of “Plan, Do, Check, Adjust” with an established, proven program designed specifically for skin care.

1



Plan

If your skin health outcomes aren't where you want them to be, it's time to build a plan that will help you assess your staff, products and communications.

- Do gaps exist in key practice areas?
- Are your products up to date?
- Is your staff getting the education they need and are they properly communicating?

2



Do

Implement plan to address gaps, provide customized education and ensure staff applies learnings to practice.

- Follow expert advice to update your skin products.
- Use evidence-based products that complement one another.

3



Check

Track your organization's skin performance with a useful management tool backed by a team of experts.

- Assess patient outcomes.
- Use cost-benefit analysis to determine how your skin program benefits the organization financially.
- Report positive results to stakeholders.

4



Adjust

Based on performance outcomes, make adjustments to the plan and implement the changes in your organization.

Improving and maintaining skin health may require adjustments as:

- Industry standards evolve.
- Regulatory requirements change.



SKINTEGRITY

Beyond skin deep.

Tailored to improve your outcomes.

Medline's Skintegrity program starts with a customized, evidence-based needs analysis developed by skin care experts. Our representatives can walk you through the analysis and identify areas for improvement specific to your organization. This individualized approach is unique in the industry and available across the continuum of care to hospitals, hospices, skilled nursing, home health facilities or long-term care facilities.

Skintegrity is a three-pronged solution based around education, products and outcomes management.

Skintegrity's education emphasizes application of knowledge to practice and standardization of care across the continuum. Products are designed to work in a complementary manner to prevent skin problems and efficiently treat those that develop. Outcomes management helps you track improvements as well as identify areas that need further effort. Through it all, Skintegrity's clinical experts are available if you have questions.

Your Skintegrity Solution can be tailored to your most immediate gaps in practice.

Education	Evidence-Based Products	Outcomes Management
<p>Skintegrity's educational courses standardize practice among your staff on the basics, including risk factors, pressure minimization and prevention of damage. It also teaches teamwork, communication and how to successfully implement change.</p> <ul style="list-style-type: none">• Skintegrity emphasizes standardization of care to ensure your staff knows how to correctly monitor patients/residents, use products and follow procedures.• New employees receive onboarding to quickly learn correct skin care techniques and fit right into your existing teams.• The program trains staff to achieve best results with their products through moisture management, proper repositioning and correct pressure distribution.• Courses are available to help your staff develop strong leadership, bolster communications and make continuous improvement.• Course offerings evolve over time so you can understand and adopt the most up-to-date standards and drive optimal results.	<p>Skintegrity's foundation is an evidence-based product mix that can help acute- and post-acute organizations improve their skin outcomes and reduce costs.</p> <ul style="list-style-type: none">• Skintegrity's products offer a breadth and depth that meet patient/resident needs from emergency and operating rooms all the way through to long-term care.• Clinical studies have demonstrated the products' effectiveness in improving skin outcomes through both treatment and prevention.• Skintegrity's products are designed to work together to provide your patients/residents the best outcomes.• From mattresses to briefs to cleansers to moisturizers to nutritionals, Skintegrity has the products you need.• The program provides you access to experts who can help your staff use the products effectively in a complementary manner.	<p>Having the right mix of products and an educated staff takes you far down the road to improvement. But you also must track outcomes to ensure that staff have incorporated learnings into practice and that remaining gaps are addressed.</p> <ul style="list-style-type: none">• Skintegrity goes beyond other programs, diving into your organization and pinpointing gaps in practice.• Our outcomes management tool provides you access to a team of experts that will evaluate your organization and help you find areas for improvement.• Through Skintegrity, you'll be able to monitor your staff's educational results, including whether individuals have completed coursework and how they scored.• Skintegrity also provides you with evidence-based tracking and trending so you can monitor your skin progress and share results with your stakeholders.

EDUCATION

Skintegrity’s educational components go beyond prevention and treatment, providing a sustainable model for skin outcome improvement across your organization. Courses address key issues including leadership, teamwork and communication. Curriculum can be tailored to meet your specific needs.

Onboarding

Skintegrity’s onboarding tool ensures that new staff are educated in the same manner as your existing staff to reinforce standardization of care.

Prevention of Skin Injuries

Our prevention courses promote skin health by training your staff on moisture-associated skin damage, pressure ulcers and other skin injuries. Geared toward nurses and CNAs, the courses are designed in a uniform manner to standardize practices.

Wound Treatment

Skintegrity’s wound treatment courses help your nurses learn to assess and document wounds.

Organizational Management

Our organizational management offering helps your staff grow its knowledge base, keep up with changes in the healthcare industry and address common concerns such as communication, staff turnover and teamwork.

Deepen Your Knowledge

These courses are geared toward higher-level nurses and CNAs thirsty to learn more, and cover a variety of skin health topics rising above the basics. Courses will evolve continually to keep up with changes in healthcare.

Interactive Competencies

Your staff can practice care and perform an assessment on a virtual patient through our Interactive Competencies offering.

Sample Courses

CNAs	Minimizing Pressure, Friction and Shearing for Nursing Assistants Review the areas prone to pressure damage and learn how pressure can be redistributed through turning and support surfaces.	Nutrition and Hydration for Nursing Assistants Learn to recognize signs of malnutrition and dehydration and how to combat them.	Managing Moisture for Nursing Assistants Learn how to manage moisture to avoid Moisture-Associated Skin Damage (MASD), specifically incontinence-associated dermatitis (IAD) and intertriginous dermatitis (ITD).
NURSES	Risk Factors and Assessment for Nurses Discuss the various pressure ulcer risk assessment tools and learn how to apply them.	Nutrition and Hydration This course covers proper nutrition and how to ensure patients/residents get adequate nutrition for their wound healing needs.	The Skin's Anatomy and Physiology, Pressure Ulcers, and Proper Care This course includes a comprehensive knowledge base of the structure and functions of the skin, along with detailed information on the phases of normal wound healing.
LEADERS	Mentoring Creating a mentoring program at your facility can help foster a positive environment where new staff can grow and flourish. This course discusses what mentoring involves, aspects of good mentorship, and offers tips for setting up a mentoring program at your facility.	Outcomes Measurement This course reviews how to measure clinical processes and outcomes to aid in decision making.	Implementing Change One of the most difficult tasks management faces is implementing change, and change is frequent in the healthcare industry. This course guides you through ways to improve care and reduce costs.

EVIDENCE-BASED PRODUCTS

With Skintegrity, you get products that work together in a complementary manner to help prevent skin problems and efficiently address those that do develop.

Cleanse, Moisturize and Protect

Skintegrity's **Remedy** line of cleansers, moisturizers and protectants includes:

- A wide variety of cleansing options, including cleansing gels, lotions, foams, sprays and antimicrobials.
- Creams that help restore the skin's natural moisture balance.⁹
- Protectants that help relieve irritation caused by incontinence or wound drainage or other moisture.
- AloeTouch Wet Wipes offer standardized one-step, hygienic, pH balanced cleansing.



Nutrition

Protein is critical to maintaining skin health. Skintegrity offers proven liquid and powdered products (**Active®**) to easily meet your patients' or residents' nutritional needs.

Contain and Absorb

Skintegrity provides a complete line of proven contain and absorb products, including:

- **FitRight® Restore® Briefs** coated with Remedy Skin Repair Cream to help protect skin integrity and feature a Platinum Series 4D-Core® for superior absorbency, soft anti-leak guards and SensiSoft back sheet for soft, garment-like feel.
- **FitRight® Ultra Briefs** feature a Gold Series 4D-Core® for superior absorbency, soft anti-leak guards for improved containment and improved dignity through promotion of a better fit.
- **Ultrabsorbs® Dry Pads** that are clinically shown to help maintain skin integrity as part of an overall pressure ulcer prevention program.¹⁰
- **Sahara® OR Table Sheet** for use in the OR, feature a heavy soaker pad to absorb more fluid and the best protection against moisture damage to mattresses and bedding.



Sahara OR Table Sheet



Advanced Wound Care

Skintegrity features advanced wound care products, including:

- **Marathon® Liquid Skin Protectant** for supreme protection from friction and moisture, forming a strong protective layer over skin.¹¹
- **Optifoam® Gentle** and **Optifoam® Gentle AG+**, with powerful ability to manage wound fluids and an anti-microbial barrier to provide safe and continuous protection.¹²

Redistribute and Reposition

Skintegrity's exclusive **EqualizeAire mattresses** enhance pressure redistribution and can be used for prevention through treatment of pressure ulcers.

Medline's **Comfort Glide®** sheet assists you with safe patient repositioning.

HEELMEDIX® helps relieve pressure on vulnerable heels.

Medline's **Equagel** cushions redistribute pressure away from coccyx area.



HEELMEDIX

Comfort Glide

OUTCOMES MANAGEMENT

Skintegrity's outcomes management team works with you to continually evaluate the performance of the program, ensuring you are delivering optimal patient/resident care.

The Skintegrity team understands that improving and maintaining skin health is an ongoing process, and partners with you to help achieve your goals. Skintegrity's outcomes management tools enable you to:

- Evaluate your caregivers' participation in coursework.
- Identify what content is not being understood.
- Follow up to make sure your staff applies learnings to practice.

Skintegrity can help you determine if specific teams or individuals in your organization require additional training or guidance.

The Skintegrity outcomes management team can also work with you to collect incidence data, identify trends and help you monitor costs associated with these incidences.

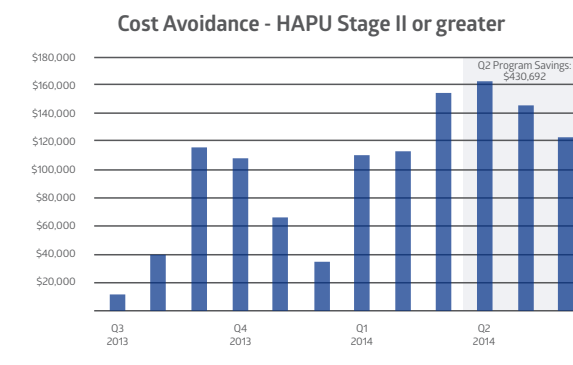
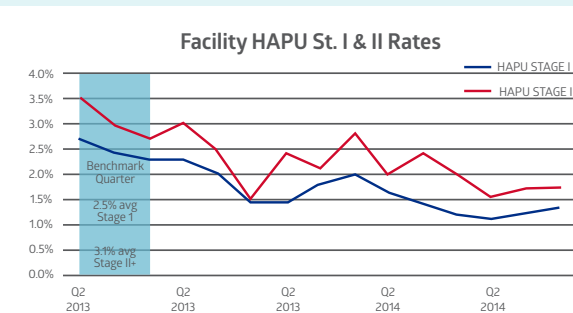
Your staff's education results, along with the incidence information gathered, are synthesized and provided in report form for your internal use.

Skintegrity gives you access to a cache of tools designed to assist your staff as they perform daily tasks. Tools include checklists, guidelines and other resources. The offering will grow to adjust to users' needs and changes in healthcare.

Sample Tools

INCIDENCE DATA TRACKING

Monitor your organization's pressure ulcer incidence rate over time to see how Skintegrity is improving results.



FINANCIAL TRACKING

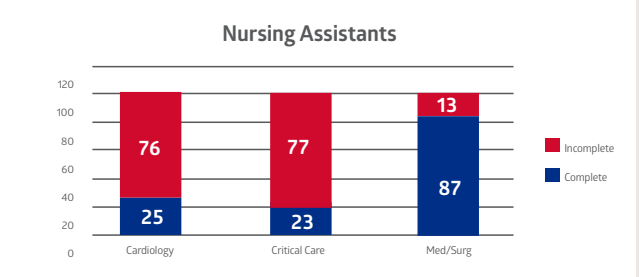
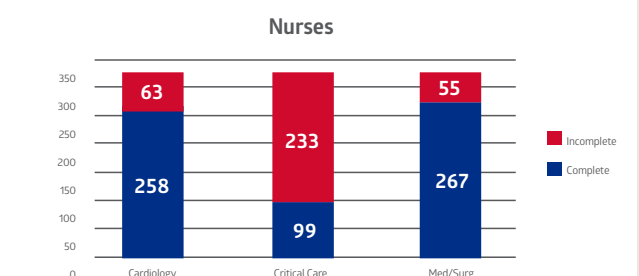
Track and share with stakeholders how your improved clinical outcomes through Skintegrity help you avoid costs over time.

SKIN HEALTH EXPERT TEAM ASSISTANCE

Tap into a team of Skintegrity skin health experts who can assist in tracking your education results and skin data, help you onboard new staff and provide general troubleshooting.

STAFF EDUCATION TRACKING

Track your staff's compliance with assigned educational courses broken down by shift, years of experience and unit. Track frequently-missed questions to pinpoint staff knowledge gaps.

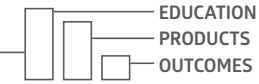




SKINTEGRITY™
Total Skin Health Solution

TWO ORGANIZATIONS ADOPTING SKINTEGRITY.

How our solutions could impact your business.



Scenario 1

High incidence of incontinence at nursing home

Key skin-related focus area: Incontinence

Strengths:

Leadership consistently supports and promotes principles of skin health.

Challenges:

Moisture-Associated Skin Damage (MASD) results have not improved.

Result:

MASD results improve due to standardization of care and better performance from specific team.

Skintegrity solution:

Education

Facility institutes Skintegrity education to standardize care for incontinent patients. Onboarding courses ensure that new employees receive the same training when they join.

Products

Facility implements evidence-based, bundled Contain and Absorb products including:

- FitRight® Restore briefs coated with Remedy Skin Repair Cream to help protect skin integrity and featuring anti-leak guards to better contain urinary and bowel incontinence.
- Ultrasorbs® Dry Pads that are clinically shown to help maintain skin integrity.
- Medline Remedy® line of skin care products including cleansers, moisturizers, protectants and anti-fungals to help maintain the structure and integrity of already-compromised skin to avoid further damage.

Outcomes Management

Facility works with Skintegrity's team to monitor where lack of caregiver knowledge results in poor application to practice. Skintegrity pinpoints specific team underperforming on MASD education and recommends additional training for that team. Facility tracks underperforming team to assess benefits of additional training.



Scenario 2

Mobility issues at hospital

Key skin-related focus area: Moving and positioning patients

Strengths:

Hospital performing well on MASD and pressure ulcers

Challenges:

Facility lacks correct product mix to help caregivers properly move and position immobile patients. As a result, facility experiences unacceptably high rate of tissue injuries.

Result:

Skin injury rate improves once facility addresses communication issues and standardizes care.

Skintegrity solution:

Education

Facility provides caregivers and mid-level managers training through Skintegrity that helps them learn how to use the new products.

Products

Facility introduces products that work together to deter tissue injuries, including:

- Medline Equalizaire 4000 Mattress with a firm perimeter that keeps patients centered and aids in ingress and egress.
- Medline Active® nutritional liquid protein supplements help ensure proper protein intake to prevent malnutrition which can lead to skin damage.
- Medline's Comfort Glide® repositioning sheet helps caregivers protect patients and themselves when repositioning patients.

Outcomes Management

Tissue injury remains a problem after changes. Through Skintegrity analysis, facility leaders realize no specific unit or individual is responsible. Rather, underperformance reflects lack of standardization and poor communication facility-wide. Hospital incorporates organizational management courses to improve communication, teamwork.

Skintegrity is part of the Medline Clinical Solutions program.



Medline
Clinical
Solutions

Medline Clinical Solutions combines specialized education, evidence-based, best-in-class products and ongoing outcomes management to help you elevate quality of care, meet evolving regulatory standards and reduce costs.

Our solutions include:



Education: Our courses cover the basics of care and teach teamwork, leadership and how to implement change.

Products: Our clinically-proven products provide breadth and depth across the continuum of care.

Outcomes: Our useful tools ensure that learnings get applied to practice and help track results.

Our expertise:

In the areas of re-admission reduction, infection prevention, skin care and diabetes management, Medline offers robust teams of scientists, nurses and Ph.Ds who understand today’s healthcare challenges. These experts conduct detailed analysis, recommend solutions and monitor implementation and results, with an emphasis on standardization of care.

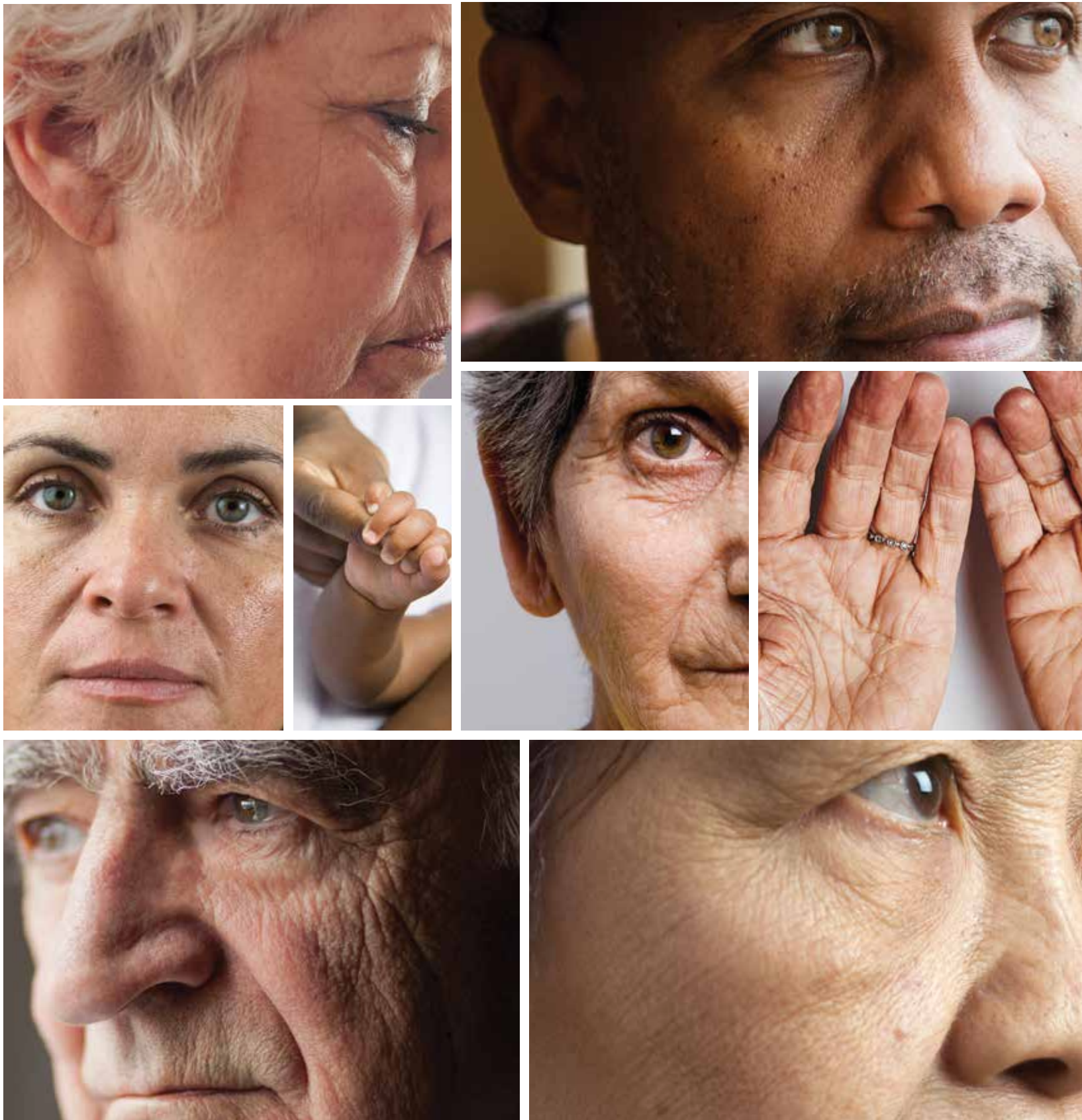
This approach is reinforced by the industry’s broadest line of high-quality products and supported by an education program that goes beyond the basics of care to address challenges such as leadership, communication and onboarding.

“We used to think that safety belts were optional, then we learned that they were not,” says **Martie Moore, RN, MAOM, CPHQ, and chief nursing officer at Medline Industries, Inc.** “Skin health is similar; we minimized the importance of skin and the role it plays in health and well being. Now we know it is a critical organ of the body. One that needs prevention, and at times, treatment.

“Skintegrity brings together research and knowledge of best practices to ensure improved outcomes for those who trust you with their health and well-being.”
—*Martie Moore*

For further information, or to contact your local Medline representative about how to bring Skintegrity into your organization, please contact 1-800-MEDLINE (633-5463).

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AN OFFERING OF:
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SKINTEGRITY™

Total Skin Health Solution

Welcome to Skintegrity!

Skintegrity is a comprehensive new solution to help acute- and non-acute organizations improve their skin health outcomes. Over time, Skintegrity will cement your long-term bonds with customers, who will come to see you as their expert and guide. With Skintegrity, you're not just selling products. You're identifying customer needs and offering tailored solutions in an important area of care.

Your Skintegrity Kit

In this folder, you will find two documents designed to help you understand how Skintegrity works, the role you will play in selling and maintaining the program and the best ways to describe it to potential customers.

What is Included in this Kit

Skintegrity Brochure

Read through the brochure interactively with your customers so they can learn about Skintegrity. As they read, they'll recognize that Medline understands the changing nature of healthcare and how skin issues increasingly impact reimbursement, readmission and litigation. The brochure also discusses the effect of skin breakdowns on individuals and their families, and how we can help organizations fight back with evidence-based products and a comprehensive education program.

Feel free to leave the brochure with your customers after meeting with them.

(An electronic version of the brochure can be accessed in the Secure Content Locker).

Selling Skintegrity

This guide answers all your questions about Skintegrity. It includes a detailed discussion of the program's products, education and outcomes monitoring tools, and explains the selling process in a step-by-step manner. The guide also walks you through our gap analysis, which you will use to help customers identify care gaps in their organizations and develop education and product solutions to address them. There's a question-and-answer section to address any customer objections or concerns, and resources to help you establish Skintegrity at the facility once your customer signs on. Unlike the brochure, the selling guide is NOT a leave-behind. It is meant specifically for you, the sales rep. We hope it proves a useful tool.

We're excited to be launching Skintegrity, and we hope you are too. Through programs like Skintegrity, we're evolving Medline from a product supplier to a full partner with health organizations in identifying and addressing vital healthcare needs. We're glad you're part of this transformation and we look forward to success in the new year.

As always, we welcome your feedback at any time. If you have questions or suggestions, please contact Alice Kiehl at 847-949-2294 or akiehl@medline.com.