Intalere Member
Virginia Mason Helps
Drive Product Innovation
for AMD-Ritmed and
Achieves Infection
Control Gown
Compliance

THE CHALLENGE

In today’s competitive business world, suppliers who can intertwine product development and customer feedback will be the ones that reap strong competitive advantages and earn raving customer advocates. And that’s exactly what happened for AMD-Ritmed, a manufacturer of specialty surgical dressings and disposable protective apparel, when they listened to the needs of Seattle-based Virginia Mason Medical Center.

Virginia Mason, founded in 1920, is a non-profit regional healthcare system that employs approximately 6,000 people and includes a 336-bed acute care hospital, a primary and specialty care group practice of more than 460 physicians, and regional medical centers throughout the Puget Sound area. This world-renowned organization is dedicated to innovation and thinking in new and different ways. It’s a commitment that is very much rooted in Virginia Mason team members. So when Lynn Bailey, RN, clinical product review specialist, was not content with the standard isolation gown staff were using, she resolved to innovate instead of accepting the status quo.

“A SHORT TAKE ON SUCCESS

Challenge
Increase proper isolation gown compliance.

Solution
Collaborate with AMD-Ritmed to produce a prototype isolation gown.

Outcome
Creation of AMD-Ritmed Assure Wear™ and the VersaGown with Flexneck™ technology which standardized isolation gowns across the organization with 100% compliance.

“I connected with AMD-Ritmed, which was able to create a product our staff was willing to wear. Compliance is no longer an issue. The gown is comfortable, breathable and provides the protection we need.”

Lynn Bailey, RN ∙ Clinical Product Review Specialist, Virginia Mason Medical Center
Virginia Mason and AMD-Ritmed were both anxious to receive feedback on the fabric’s breathability, flexibility and strength. The double elastic closure at the neck was an innovative new concept to provide staff with quick donning and to prevent slipping. In addition, the thumb loops were designed for extra protection against sleeve ride up and the generous waist ties to lend additional versatility and protection.

Bailey noted, “There was nothing like our isolation gown on the market so it was important to have all the staff together to test the product. As they were leaving the event, staff were asked to complete a short evaluation form to document whether they liked the gown and if it was clinically acceptable. Susan and I were confident that the gown would meet the expectations of staff and it was reassuring when the results proved us correct.”

Because of their long-time affiliation with Intalere, and as a final step to formalize the relationship with AMD-Ritmed, Virginia Mason requested they become a contracted supplier of Intalere*. “Becoming an Intalere supplier was the easiest step of this engagement. Both of our organizations continually look for opportunities to provide new technologies, products and services for healthcare providers. This shared philosophy helped to solidify our partnership,” said Hall.

The isolation gown inspired by Virginia Mason is now patented and available to Intalere members and others nationwide as the Assure Wear™ and the VersaGown with Flexneck™ technology. Virginia Mason purchases nearly 400,000 of these gowns each year.

“Becoming an Intalere supplier was the easiest step of this engagement. Both of our organizations continually look for opportunities to provide new technologies, products and services for healthcare providers. This shared philosophy helped to solidify our partnership,” said Hall. “We are also proud to partner with Intalere in helping to bring this innovation to the wider market through their extensive member network.”

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