Healthcare Committee Call Notes

Wednesday 2/13/2019

11:00 am est

Attendees:

Cecil Lee, Standard Textile

Chuck Rossmiller, Medline

Mike Lang, Unitex

Dan Sanchez, Medline

Liz Remillong, Crothall, Committee Vice Chair

Angela Becker, Ecolab

Scott Delin, Fashion Seal

Rick Kislia, Committee Chair

Jeff Markman, Positek RFID

Jacob Zahler, Clean Tex

Ron Seaman, Florida Linen

Jeff Bloom, Beck Classic

Angela Freeman, TRSA, Committee Chair

**Project Updates:**

**-LongTerm Care**

The LTC webpage went live on 2/1

You can access it using the following link: <https://www.trsa.org/oplsavings/>

This first digital ad also was sent on 2/1 with McKnight’s Daily Update email newsletter

Infinite also launched our first social media mentions via TRSA profiles.

As of Wednesday we had 120 Website clicks from the McKnights Ad, and 85 from Social Media.

Later this month we will also launch the Postcard Campaign.

There have been unforeseen challenges with the email campaign that was slated to launch on 2/1.

We think we’ve found a plausible solution to move forward and will have a final answer by early next week.

A whitepaper is being created with a targeted completion date of 3/1

**-Healthcare Benchmarking**

The completion of this project was placed on hold in 2018 due to funding. This is a budgeted item for 2019.

Rick Kislia and Chuck Rossmiller are working on defining the appropriate survey questions

Questions will be ready for review in time for the face to face meeting in March.

**-6 C’s of Handling Clean Linen**

2nd cut currently being reviewed by the taskforce for feedback

The plan is to have the feedback to the producer by Monday 2/18/2019

The majority of the feedback that was previously provided was implemented.

Also we are finalizing a set of credits at the end of the video as well as a disclaimer.

The video will likely be completed by the end of the month.

A webinar is planned for the month of April to launch the video.

The webinar will feature both  6 C’s videos and marketed to our Healthcare community (500 + Hospitals)

Need to finalize how the video will be distributed.  (Online vs Thumb drives or a combination of the two)

Should it be placed on TRSA’s website to avoid the challenges associated with Hospital staff using unauthorized thumb drives on their networks.

Mike will send a copy of the video to Rick for feedback

**Healthcare Conference** San Diego CA, November 19th -21st

**Below are suggested topics submitted from November’s Healthcare conference. Please review them and come to the March Meeting prepared to provide topics for 2019’s conference.  If you are unable to be with us in March,**

**please submit your suggestions to Rick/Liz/Angela prior to March 8th.**

**Currently we have two sessions that have been agreed upon:**

* **Long Term Care update**
* **Transportation (New Innovations in specialized trucks)/Routing and Logistics** 
  + **Follow up with Ryder or Penske**

**Action Items from the Call:**

**Angela to follow up internally regarding TRSA participating in the following conferences:**

**HCCA -  Health Care Compliance Association**

**HCAA – Health Care Administrators Association**

**ACHE- American College of Healthcare Executives**

**Suggested Future Healthcare Conference Topics**











