

# Healthcare Industry - Intermec Barcode Printing Solutions IPC Campaign In a Box



## Intermec Bar Code Printing Solutions: Solving Healthcare Challenges

**Increasing Patient Safety. Reducing Errors. Improving Efficiencies.**  
**You're under unprecedented pressure.**

As a healthcare provider, you face relentless pressure to provide more: higher quality and easily accessible care that also protects patients' safety, keeping their information accurate and confidential. In today's highly regulated healthcare environment, you're trying to achieve new levels of efficiency and effectiveness while meeting the FDA's rules on record keeping and HIPAA requirements for privacy and protection.

Plus, both doctors and patients want more services and increased flexibility while Medicare and insurance companies are squeezing you to keep costs down. It leaves you trying to get it all done—with limited resources and strained budgets.

Intermec understands these compounding—and ever-growing—demands in healthcare. We realize that you need solutions that can adapt to increasing regulations and work with your existing systems and technology. It's because of our knowledge of healthcare regulations, applications and processes that organizations look no further than Intermec for safe, effective bar code and tracking solutions.

From admissions to patient bed sides, Intermec solutions are designed to meet your greatest challenges. With Intermec printers and media, you can uniquely identify patients, barcode patient charts, medications and records—helping you and your staff ensure the right patient is always matched with the right medical history, prescriptions and doctor's instructions. Using Intermec's bar code printing solutions can also help you confidently identify specimens and samples for storage, regardless of the environment. Trust Intermec to deliver proven healthcare solutions throughout your entire operation.

**Learn more about partner solution and offer...**



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## Solving Healthcare Challenges with Intermec Bar Code Printing Solutions

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Partner contact information....



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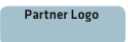


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## Application Brief

### Blood Bag Labeling

Industry:  
Healthcare

Products:  
Duratherm III Blood Bag Label  
TMX3202

Region:  
North America

Typical Applications:  
Blood bag labeling

#### Customer Benefits:

- Robust blood bag tracking with durable labels
- Assured compliance with government and industry standards
- Application-tailored adhesive and face sheet to maintain bond with flexible blood bags during processing and handling
- Durable, high contrast print for consistent scanning performance
- Reduced total cost of ownership with free printhead replacement program when Intermec media and printers are used together



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#### Industry Need

With nearly 5 million Americans requiring blood transfusions annually, there is a tremendous need for blood products to supply these important therapies. Blood banks and collection centers require robust labels to reliably track blood from the donor to the final recipient; these labels need to survive multiple processing, testing, and storage steps through challenging environmental conditions. Intermec's blood bag labeling product set enables durable, positive tracking of these critical components.

Bar coded blood bag labels enable the high degree of accuracy required for successful transfusion therapy. Clearly identified blood typing prevents serious complications that could result from donor type incompatibility. Different blood components and storage conditions yield varying shelf life; clear expiration date identification guarantees patients receive only safe, effective products. Formats configured in compliance with ISBT-128 standards provide interoperability with multiple collection centers, processing locations, and hospital systems.

In order for essential data to follow the contents of the blood bag, labels must endure a series of challenging conditions. Labels must maintain a strong bond to the flexible blood bag during centrifugation while whole blood is separated into components. Labels must remain positively attached during standard or cryogenic freezing (plasma and some red cells), refrigeration (red cells), or continuous shaking at room temperature (platelets). The bond must then be maintained during warming, which often includes immersion in a water bath.

Beyond the physical performance needs, blood bag labels must also meet regulatory requirements. The United States Food and Drug Administration mandates compliance with 21 CFR 175.105 to increase safety should components of the adhesive migrate through the plastic into the blood bag.

**Reference Links**  
**Standard for the Uniform Labeling of Cellular Therapy Products Using ISBT 128**  
[http://www.cbsa.org/uscsp/uscsp/standard\\_cellular\\_therapy.pdf](http://www.cbsa.org/uscsp/uscsp/standard_cellular_therapy.pdf)  
**FDA Guidelines for the Uniform Labeling of Blood and Blood Components**  
<http://www.fda.gov/downloads/Biologics/Blood/Vaccines/ Guidance/Compliance/RegulatoryInformation/Guidance/Blood/UCM080974.pdf>

#### Intermec Solution

Intermec's blood bag label products are designed for the needs of this critical tracking application. An aggressive adhesive securely bonds the label to the filled bag; the pliable face sheet flexes with it during centrifugation and multiple handling steps. With a wide service temperature range, Intermec labels remain positively attached through the broad range of blood component storage temperatures. Qualification testing through multiple freeze/thaw cycles ensures labels readily endure the harsh treatments commonly encountered.

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21 CFR 175.105, has been across the blood bag for safety.

Labels with the durable adhesive handling, robust set, crisp, lasting and imaging quality data entry.

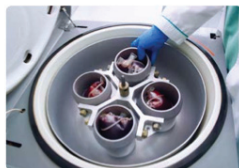
or double quadrant with Piggyback material or donor set labels.



(not for use)

to deliver superior results testing and co-service life, consistently superior performance in these printers and media integrated solutions and, RFID systems, and products and services, we the productivity, as operators.

printheads, as to those customers wish with their fiber printers.



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## Application Brief

### Mobile Medical Sample Labeling

Industry:  
Healthcare

Products:  
Duratherm III Paper Permanent  
Duratherm III Synthetic Permanent  
PB22  
PB32  
PB50  
PFB

Region:  
North America

Typical Applications  
Labeling of the point medical samples are secured

#### Benefits

- Improved patient safety by printing at the point of activity
- Durable labeling for reliable identification even through complex testing protocols
- Maximum printer battery life with optimized media
- High contrast print for consistent scanning performance
- Robust labels that function from ambient to freezer conditions
- Glove friendly adhesives for ease of use



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#### Industry Need

Medical testing provides key information to physicians, serving as a foundational tool for diagnosing patient conditions. Accuracy is critically important; mistakes can lead to undiagnosed illnesses or inappropriate treatments. Current specimen vial labeling methods, however, are error-prone. Handwritten labels are subject to interpretation and manual data entry; labels prepriated at a central station and carried to the patient location introduce the chance for mix-ups. Mobile sample labeling eliminates these opportunities for errors, enhancing patient safety. Printing on Intermec media ensures robust traceability, meeting the application requirements of sample labeling from the point of collection through challenging laboratory conditions.

Automatic identification technologies such as bar coding excel at eliminating human error. Within the high-touch medical environment these systems have steadily improved patient safety. Errors resulting from manual data entry are unacceptable in a diagnostic environment where they can lead to lost samples (increasing time to diagnose and treat) or mistaken patient identities (potentially leading to incorrect diagnosis and course of treatment).

Recognizing the persistence of these errors, the Joint Commission on Accreditation of Healthcare Organizations (JCAHO) has made improving the accuracy of patient identification the first goal of the 2010 National Patient Safety Goals document. This goal requires blood and specimen containers to be labeled in the patient's presence. Printing sample labels in place and on-demand with ID scanned from the patient's wristband eliminates multiple points of error, enhancing patient safety.

**Reference Links**  
**JCAHO 2010 National Patient Safety Goals**  
<http://www.jointcommission.org/patient-safety/national-patient-safety-goals/>

#### Intermec Solution

Intermec Duratherm III permanent label stock has long been proven in blood vial applications. Its acrylic adhesive provides excellent hold on small diameter vials for extended periods through processing conditions from -75 to 120°F. A durable topcoat protects print through moderate moisture and other incidental exposures.

For applications where significant moisture exposure is expected, the Duratherm III Synthetic face sheet version fits the bill. This product can endure extended water bath submersion; increased tensile strength ensures reliability in more challenging environments.

Bright white face stocks and dense print ensure these labels provide excellent bar code scanning. Optimized direct thermal chemistry reduces the level of printhead energy needed, maximizing labels printed per battery charge. Glove-friendly adhesive formulation ensures labels are easy for workers to apply.

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ented by your complete including rugged mobile scanning technology, by customers worldwide responsiveness of their

improved patient safety



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## Application Brief

# Pharmacy Pill Bottle Labeling



Industry  
Healthcare

Products  
Duratherm III permanent label  
Duratherm III controlled removable label  
PKA  
PFB

Region  
North America

Typical Applications  
Pharmacy pill bottle labeling

### Customer Benefits

- Industry-proven pill bottle labeling materials: Intermec media has been successfully implemented in numerous large-scale pill bottle labeling applications
- Reliable self-strip performance through automatic applicators
- High performance removable adhesive that reliably bonds with common bottle types, removes for easy HIPAA compliance
- Improved ROI with free printhead replacement program when Intermec media and printers are used together

### Industry Need

Advancements in pharmaceutical science have improved health, better management of medical conditions, and even extended life spans for many. However, realization of these benefits relies on accurate identification of medicines and dosing instructions; mistakes can have severe health repercussions. Specialized pill bottle labels fulfill this critical identification and information role.

Pharmaceutical labeling has a unique set of product requirements. Durability is key. Frequent handling, contact abrasion (such as jostling with purse contents), or storage in warm, moist environments must not degrade the printed image or adhesion. Many common label materials are quickly degraded by contact with hand lotions or other environmental exposures.

Pharmaceuticals are typically fulfilled through two channels, each of which contributes additional unique requirements.

Mail order pharmacy fulfillment for maintenance medications is rapidly becoming the standard for major prescription benefit plans thanks to the cost savings that its high volume, highly automated processes deliver. In these systems, labels must reliably dispense from the liner for automatic application to the pill bottle; adhesives must develop an instant bond with the bottles to ensure they do not lift, flag, or skew. Labels must be compatible with high speed printing to handle volume throughput. Consistently superb bar code print quality and label alignment are critical, as these systems require a positive scan to verify item accuracy during order packing.

Traditional in-premise pharmacies fulfill a steady volume of prescriptions by providing high-touch service that customers value. They also remain the primary avenue for fulfillment of urgent or limited-time pharmaceuticals due to white-out/ removable label stock is commonly preferred. When pharmaceuticals are returned to stock, this adhesive option enables labels to be easily removed and shredded, simplifying compliance with HIPAA patient information security requirements.

Reference Links  
HIPAA background information and supporting links:  
<http://www.hhs.gov/oc/privacy/>

### Intermec Solution

Intermec's Duratherm III label stock has a long record of success in prescription labeling applications for multiple high volume customers. A protective topcoat enhances durability when the label is exposed to moisture, lotions, or other incidental exposures. The direct thermal printing method makes compliance with HIPAA requirements simple since no ribbon is required. Spent thermal transfer ribbons retain a negative print image, and must be disposed of in a manner to ensure destruction if they contain confidential customer information.) Excellent print quality, even at high speed, provides superior scan rates that eliminate delays, misrouted prescriptions, and additional handling costs.

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Benefits of automatic applicators, processing: positive immediate bond in automatic scanning equipment.

Label removal and destruction in an bin returned to inventory and the empty bin discarded without HIPAA violation.

Fully compatible with direct thermal five or high security pharmaceuticals capability has been extensively performance end-user building, and counteracted with other direct genuine Intermec media.



(Volume)

Industry superior performance engineering ensures maximum quality, and proven label and media are solutions and services, including advanced scanning technology partners worldwide to improve their business operations.



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## Application Brief

# Medical Wristbands



Industry  
Healthcare

Products  
Inband Wristband  
PFB

Region  
North America

Typical Applications  
Patient Identification

### Benefits

- Positive patient identification that helps reduce medical errors
- Ease of application
- High image durability - designed to survive typical exposures in healthcare environment
- Lightweight, flexible construction that ensures patient comfort

### Industry Need

Effective patient care is predicated on accuracy, but human error is exceptionally difficult to eliminate in the inherently high-touch medical environment. To address this, barcodes and automatic ID technologies are being used increasingly across a wide range of medical practices. Patient wristbands are one common application area. Intermec patient wristbands ensure positive identification for integration with verification systems for medication, samples, and surgical procedures.

The five rights of medication safety (right patient, right drug, right time, right dose, right route) provide an important framework for verification of pharmaceutical administration, but commonly rely on manual human checks. Integration of positive patient ID with barcode wristbands provides a highly reliable adjunct to eliminate human error. With increasing implementation of patient electronic medical record (EMR), scanning the wristband can trigger caregiver notification of allergies or other special requirements.

The Joint Commission on Accreditation of Healthcare Organizations (JCAHO) has made improving the accuracy of patient identification a high priority, and it remains the number one goal in the pre-release version of the 2010 National Patient Safety Goals (NPSGs) for hospitals. Recognizing the accuracy enhancements of auto ID technologies, bar code verification is specifically cited as an acceptable alternative to resource-intensive two-person verification required for administration of blood products.

Reference Links  
JCAHO 2010 National Patient Safety Goals  
<http://www.jointcommission.org/PatientSafety/NationalPatientSafetyGoals/>

### Intermec Solution

Intermec Inband wristbands provide the positive identification hospitals need for maximum patient safety. Excellent print quality ensures both standard and 2D bar codes will be scanned accurately. Durable topcoating provides high resistance to soaps, hand sanitizers, moisture, and other conditions commonly encountered in the hospital environment. Flexible and lightweight, the Intermec band is easy to apply, minimizing the curl that may be experienced with other products. High tensile strength film and a high-shear adhesive closure securely affix the band in place for the duration of the patient stay. A robust tamper-evident closure feature protects the integrity of the patient identification system.

Direct thermal technology delivers mission-critical printing system reliability while providing straightforward compliance with HIPAA regulations for security of patient information. Simple, intuitive printer loading and one-at-a-time printing allows bands to be generated with minimal waste.

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tion and robust configuration tool for languages



urate patient identification, wristband and Intermec printers and media are used together. Our rigorous testing and quality process performance in demanding lab service life for reduced downtime.

By our complete line of integrated computers, RFID systems, and advanced devices are used by customers worldwide to meet all their business operations.



Positive patient identification



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