

Optimizing Anaerobic Bacteriological Test Results While Implementing Reductive Pricing Strategy

BY CATHERINE SIDMAN

The goal is clear: maximize patient care and minimize cost.

The solution is defined: Replace expensive consumables with efficient, reliable equipment.

The Result is proven: More reliable test results, lower dollar per specimen and higher quality care.

Realizing cost savings in the lab is more than a purchasing function, although that is part of it. **Negotiating price on equipment and material that support outdated processes is just less**

waste, not true savings. The real goal is to identify truly innovative processes and purchase effectively to maximise cost-savings on the necessary tools. The Lab acts as the diagnostic information support infrastructure of the clinic, and as such a protocol must be devised that establishes a process incorporating staff and equipment in a synergistic combination. An innovative researcher in California and a cutting-edge manufacturer in Oregon have teamed up to answer the call.

At the American Society for

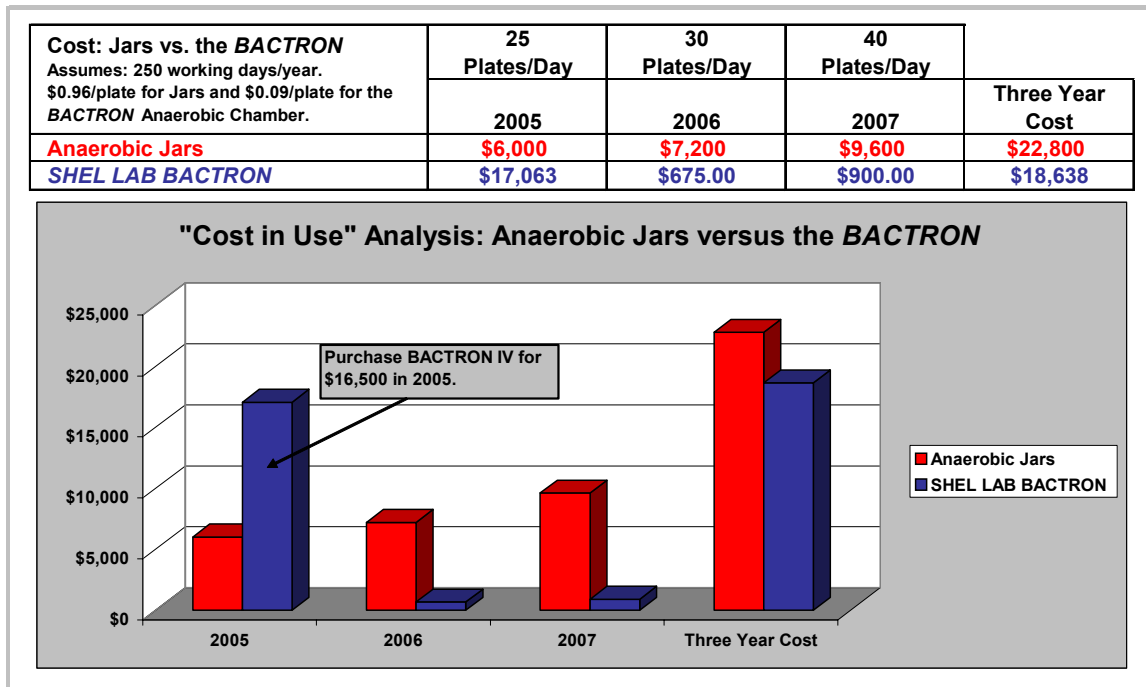


Figure 1

Microbiology Conference (2000), a research paper¹ was presented that summarizes the foundation of the BACTRON Anaerobic Chamber business model. The researchers studied a comparison of Improved Anaerobic Techniques (IAT) and a control group using standard techniques. The intensive regimen of IAT yielded striking results. The average cost per plate was \$.09 for IAT as compared to \$.96 for standard bio-bag processing [1,5]. For a lab that processes 200 plates per day, the cost savings can be upwards of \$62,000 annually. The average length of stay was 10.2 days per patient in the control group and 8.9 days for the IAT patients [2]. The average variable cost was also \$2,433 less for the IAT group. Overall lab costs were halved in the IAT group [3]. “Our initial investment in the BACTRON Anaerobic chamber has paid for itself many times over in the first two years.” Customer

The efficient practice of Anaerobic Bacteriology optimizes cost savings while elevating quality of patient care.

The goal of the partnership between Anaerobe Systems, Morgan Hill, CA and Sheldon Manufacturing, Inc., is to provide the tools and training necessary to bring efficient Anaerobic diagnosis to the lab. The BACTRON Anaerobic Chamber is designed to maximise efficient anaerobic processing for small and large volume labs. The BACTRON Anaerobic Chamber is only as good as its operator. Our goal was not just to sell equipment; it was to provide a tool for maximizing patient care and cost savings in the lab. We accomplish this by building high-quality equipment and training high-quality technicians to use it.

¹ CID 2002:35 (Suppl 1) Barenfanger et al.

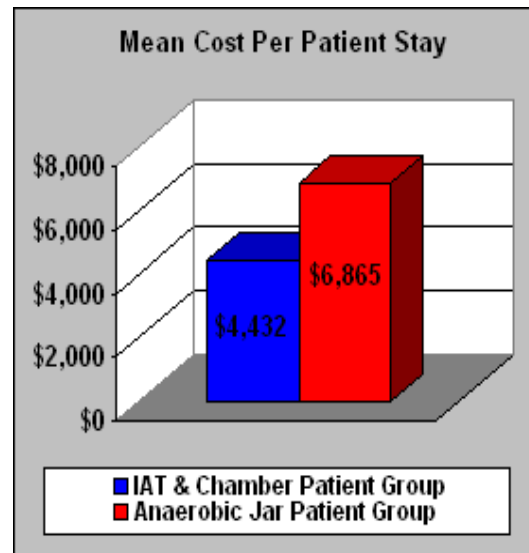


Figure 2

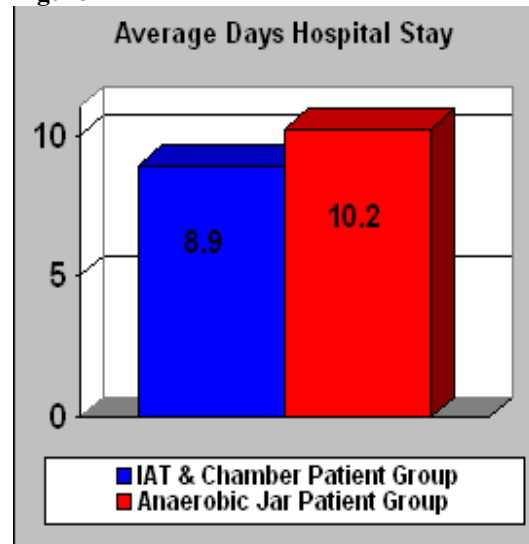


Figure 4

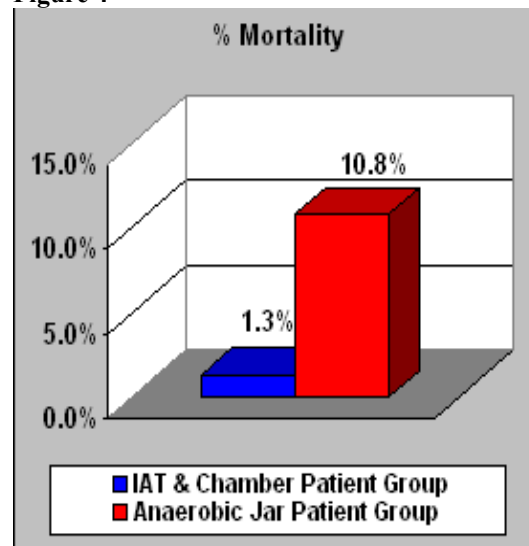


Figure 3

While those cost savings are impressive, the most staggering numbers do not start with dollar signs. The crude mortality rate was 10.8% for the control group and 1.3% for the IAT group[4]. This is the motivation behind the BACTRON Anaerobic Chamber training workshop. It is the goal of Anaerobe Systems and Sheldon Manufacturing, Inc. to make these results available to patients seeking treatment in hospitals and clinics around the world. “The substantial investment in the training workshop is a small price to pay for results like those. We are not just in the equipment business; we are in the

healthcare business” Julie Kay VP Sales and Marketing.

“Anaerobe Systems had an idea. Sheldon Manufacturing, Inc. made it into an instrument. The partnership reaches out past the point-of-purchase to train and equip the lab staff to use the BACTRON Anaerobic Chamber which reduces cost in the lab and elevates quality-of-care. This is a bottom-up revolution in health care reform. This is true American innovation, This is saving dollars and making sense.” George Sheldon, Founder Sheldon Mfg., Inc.

Cost per plate - Jars	\$ 0.96
Cost per plate - BACTRON	\$ 0.09

Daily Capacity (Plates)	20	40	60	80	100	150	200
Annual Consumables Cost: Jars	\$3,840	\$7,680	\$11,520	\$15,360	\$19,200	\$28,800	\$38,400
Annual Consumables Cost: BACTRON	\$360	\$720	\$1,080	\$1,440	\$1,800	\$2,700	\$3,600
Savings with the BACTRON	(\$3,480)	(\$6,960)	(\$10,440)	(\$13,920)	(\$17,400)	(\$26,100)	(\$34,800)

Figure 5

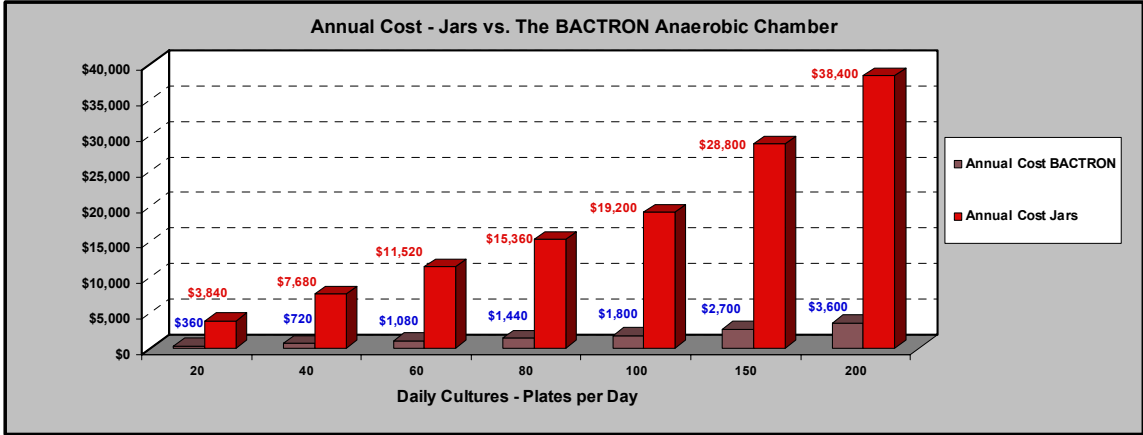


Figure 6