

DEVICE RECALL

PATIENT SAFETY

ALERTS

# KILLING A PROCESS TO SAVE PATIENTS

HARM

COMMUNICATION

MEDICAL DEVICE RECALL EXPERT

**POWER**  
**SUPPLY**



Guillermo M. Ramas | Founder & CEO NotiSphere

*Power Supply Medical Device Recall Expert™:*

# Killing a Process to Save Patients

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What's harder than implementing a new process? Killing an old one.

*Resistance to change* is a term that is often heard when you deal with new technology and innovative solutions. And the fact is many times, rather than resistance to change, what people have is fear of stopping a process that's been in place for a long time. "The devil is in the details" is an expression often also muttered as people worry.

When dealing with recalls and considering a new way of doing things, these fears are significant because of the obvious consequences of not taking something into account and having undesired side effects. The fact is many times a process that's been in place for a very long time has likely not kept up with the ever-changing environment it lives in.

**Let's consider the way hospitals have dealt with recall alerts up to now.**

In the late 90s, the number of medical device recall alerts being issued was quite low, the process to communicate was not that great, and traceability was certainly not pervasive. Hospitals addressed those challenges by defining processes that would look at all recalls being issued in the country and then try to determine if they had bought any affected product. That process has stuck... for decades -- even when it clearly has not kept up with the times.

Fast-forward twenty years, and the number of recalls issued by manufacturers has grown exponentially, adding up to several thousand a year. Looking at everything being recalled and trying to determine if your organization bought affected product, is a maddening process. The fact is this approach is outdated and has hospital staff doing a lot more work than needed. Killing that process and adopting a new approach that's designed from the ground up to tackle the challenges presented by the current environment can translate into a lot less work and more accurate results.

Implementing the right technology and redefining the process can result in a health system checking inventory locations up to 80% less times than it currently does. It can mean dealing with up to 90% less recall alerts than it does today; and it can ultimately be faster and more accurate due to automation and proper data flow translating to a "reduced-touch" process.

This frees up people to focus their time on what's important: **treating and saving patients.**

Have more device recall questions? Contact Guillermo at: [guillermo@notisphere.com](mailto:guillermo@notisphere.com)

*Medical Device Recall Expert Biography:*

# Guillermo M. Ramas

Founder & CEO NotiSphere, Inc.



Guillermo is a serial intra/entrepreneur with 24+ years of healthcare technology experience that prides himself in designing, developing and taking to market innovative solutions that address industry-wide problems. Guillermo is Founder and CEO of NotiSphere, a healthcare technology startup revolutionizing the way the industry handles medical recall communications.

Before NotiSphere, Guillermo served as Chief Executive Officer of Genesis Automation USA, a subsidiary of the fastest growing provider of traceability solutions for the healthcare industry in Ireland and the UK. Guillermo was also Executive Vice-President for the Commercial Group at Zynx Health, a leader of evidence and experience-based products and services for the healthcare industry. Prior to Zynx Health, Guillermo worked at VHA and Novation (now Vizient) where he was instrumental in designing, developing and commercializing innovative price benchmarking solutions and analytics applications that still today save hospitals hundreds of millions every year and generate millions in revenue.

Earlier in his career, Guillermo also held positions at CSC Consulting, EYT (formerly Ernst & Young Technologies) and Shared Medical Systems (now Cerner). Guillermo holds a BS in economic sciences and business, from the University of Navarra, Spain and a Senior Executive Program degree from IESE Business School.

*For all your device recall questions,  
you can contact this expert at [guillermo@notisphere.com](mailto:guillermo@notisphere.com) or  
visit the NotiSphere team at [notisphere.com](http://notisphere.com)*



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