

DEVICE RECALL

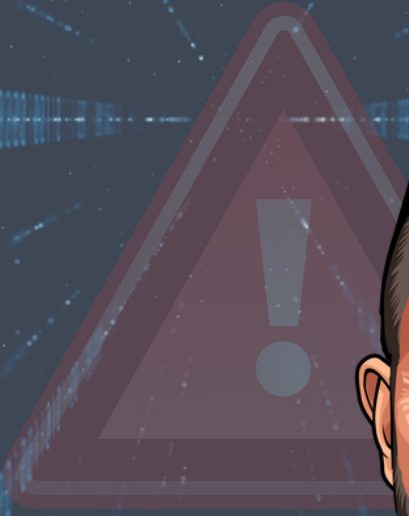
PATIENT SAFETY

ALERTS

**SOMETIMES THE REP IS
THE LAST TO KNOW ...**

COMMUNICATION

HARM



MEDICAL DEVICE RECALL EXPERT

**POWER
SUPPLY**

Guillermo M. Ramas | Founder & CEO NotiSphere

Power Supply Medical Device Recall Expert™:

Sometimes the Rep is the Last to Know...

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Ever wonder why your manufacturer rep sometimes is unaware you are affected by a recall? This one puzzles many folks, but it happens quite often. A recall coordinator at a hospital receives a letter from a manufacturer saying the hospital is affected by a recall. The coordinator is puzzled... she remembers talking with the manufacturer's rep a few days earlier, and the recall was not mentioned at all. She reaches out to the rep and he reiterates he is unaware of her organization being affected by any recall.

This baffles the coordinator who now must determine which is true? Surely, if the manufacturer is alerting the hospital of the recall, their sales rep would be aware. Right? Not always. As we all know, in healthcare supply chain things aren't always as straightforward as we would expect them to be. Suppliers typically have different departments dealing with Sales on one end and Post-Market Communications on the other. Frequently this means that the rep gets involved only after their account replies to the manufacturer indicating they have affected product on hand. Only then, does the sales rep become involved in the return and credit process.

This causes situations where recall coordinators are frustrated, because it seems the right hand doesn't know what the left hand is doing. In addition, it takes further fact finding for the recall coordinator to determine whether they are affected by the recall or not. When it comes to alerting health systems about recalls, there should be no confusion about whether an organization is impacted or not.

This confusion isn't intended, but for the recall coordinator, the miscommunication on the supplier side is unacceptable and causes unnecessary work to manage a manufacturer quality problem. The solution is simple and boils down to data and how it is handled. The supplier's post-market team looks at a recall from the perspective of where affected product was shipped to- or "ship-to locations. The supplier sales team and the provider recall coordinators just want to know if the organization they support is impacted. Technology can be leveraged to translate locations to organizations in real time and allow for everyone to get the data they need. With one source of data, easily accessible, there will be no more confusion.

Have more device recall questions? Contact Guillermo at: guillermo@notisphere.com

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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 or
visit the NotiSphere team at notisphere.com*



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