# HEALTHCARE
## BAR CODE PRINT SOLUTIONS

# Getting Started on Bar Code Adoption

Zebra bar coding helps healthcare facilities identify, track and manage people, processes and assets. Positive patient identification is the most critical component of improving patient safety; once an ID solution is in place, it is simpler to accurately track and manage other components such as specimens, medications, and materials to enhance patient safety and process efficiency in a multitude of applications across the enterprise. Identification begins in admissions.

Lab

Pharmacy

Admissions

Blood Bank

Patient Bedside
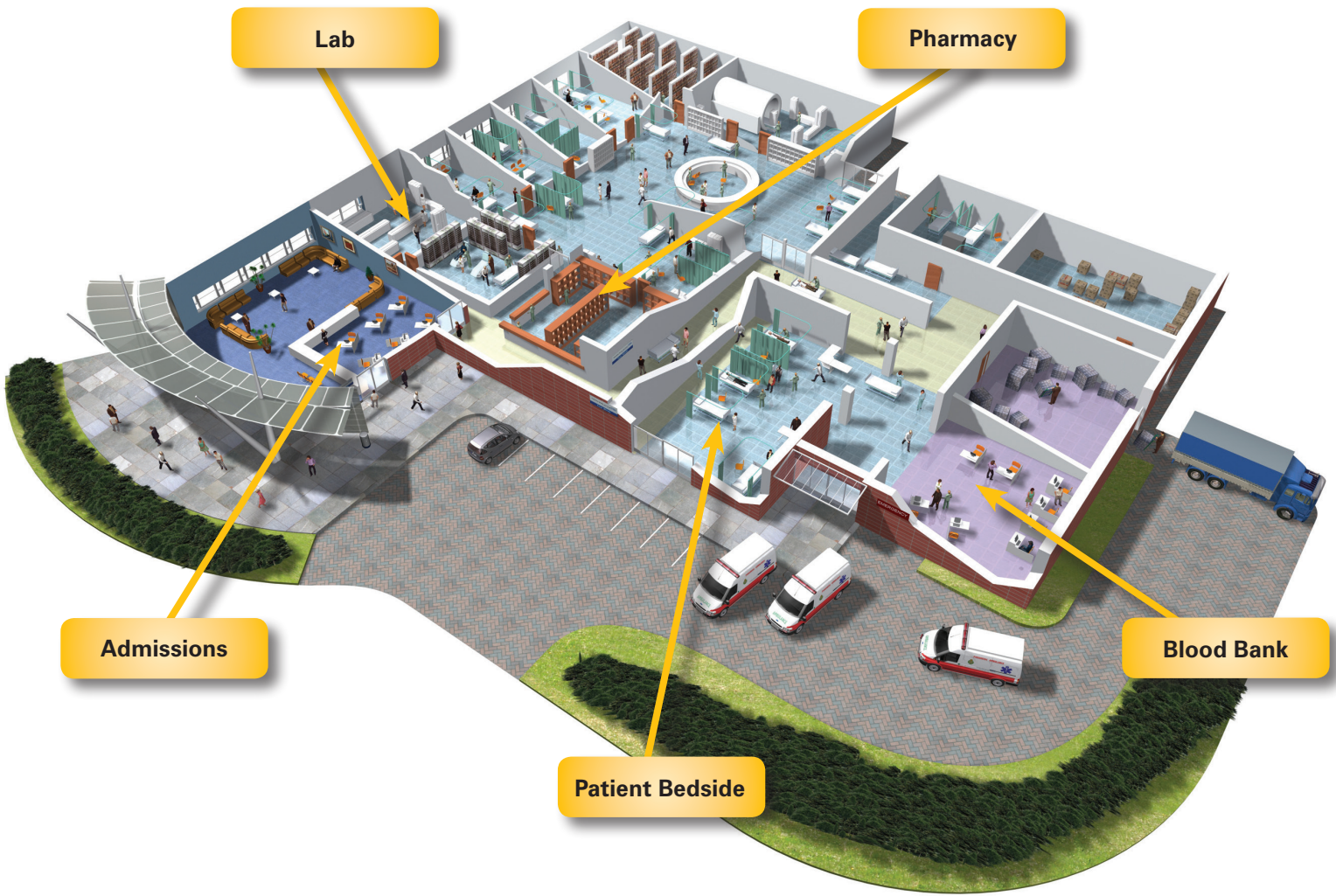
# Improve Patient Safety and Workflow Efficiency
## Throughout Your Healthcare Facility

## Zebra Understands the Needs of Healthcare Organizations

Zebra is a longstanding leader in helping healthcare organizations protect patient safety and privacy while reducing errors and increasing productivity. In fact, well over half of U.S. hospital pharmacies trust Zebra's wide range of thermal printers for their labeling needs, according to Pharmacy Purchasing and Products. Zebra and its partners have provided bar code and radio frequency identification (RFID) solutions at the heart of many patient safety initiatives, including positive patient identification, bedside specimen collection and bedside medication administration.

Our dedicated healthcare team understands hospital applications, processes, and regulations, and it's reflected in our product line of thermal printers, labels and wristbands. The leading six healthcare information technology (HIT) providers—representing the vast majority of admissions, discharge and transfers (ADT), lab and pharmacy information systems installed in U.S. hospitals—have tested and authorized Zebra printers to work seamlessly with their solutions. This is one of the reasons why almost half of the Most Wired Hospitals use Zebra printers.

Zebra can help you get the most out of your budget, too. Our alliances with leading group purchasing organizations (GPOs) ensure that you can receive pricing across all hospital labeling applications.

## Zebra's Solutions Deliver Enterprise-wide Benefits

In addition to patient safety benefits, Zebra bar coding solutions provide compelling business efficiencies across the enterprise. By using Zebra bar code print solutions together with application software to automate both clinical and back-office processes, healthcare facilities and hospitals are streamlining workflows to significantly improve productivity, employee morale, and business costs. Equally important, they are achieving enhanced visibility into the real-time data needed to deliver high-quality patient care and efficiently run the complex operations of a hospital and health network.

> **"The Zebra products are a key component of our patient safety initiatives at the hospital."**
>
> **Michelle T. Downing, RN, MPA, nursing informatics coordinator, Morristown Memorial Hospital**

# Identify, Track and Manage
# with Zebra Bar Code Solutions

## Admissions

With Zebra's HC100™ Patient I.D. Solution, admissions staff can produce on demand bar coded, antimicrobial-coated, long-lasting wristbands so patients can be accurately identified throughout their hospital stay. The cornerstone of patient safety, Zebra wristband print solutions enable immediate access to critical patient information at the bedside and across all hospital departments.

## Patient Bedside

Medical errors claim as many as 98,000 American lives each year, according to the Institute of Medicine. To dramatically reduce errors, bring bar coding to the point of care. Simply have caregivers scan Zebra-printed bar codes on their own ID badge, the patient's wristband and the medication before administration … the blood bag before transfusion … or the food tray before delivery. And to ensure specimens are associated with the right patient, clinicians can immediately label blood or specimen draws at the bedside with a Zebra® QL 220 Plus™ mobile printer. Using bar coding for identification and verification at the bedside not only reduces errors, but improves process efficiency and cost-effectiveness.

"The health system has seen improved bar code read rates. The simple fact that Zebra wristbands remain intact with readable bar codes is huge… "

**Jacque Brodt-Suggs, director of application support, Atlantic Health System**

"By expanding our use of bar code technology to include specimen collection, we were able to further enhance safety for our patients and provide the highest possible standard of care."

**Margaret Herrin, director of laboratory services, Hamilton Medical Center**

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### Applications for Bar Coding Throughout the Healthcare Organization

✓ Antimicrobial wristbanding in admissions and the emergency department

✓ Bedside medication administration, specimen labeling, diet management

✓ Unit-dose labeling in pharmacy

✓ Specimen labeling in the lab

✓ Blood bag labeling in the blood bank

✓ Film labeling in radiology

✓ Surgical site verification

✓ Labeling materials, supplies, medical records and assets like high-value equipment, for quick and easy location throughout the hospital

✓ ID badges encoded with patient ID and treatment details to ensure correct treatment in oncology

✓ Physician and staff ID badges

✓ Shipping and receiving

✓ Kiosk printing for self-service patient registration, way finding, and insurance co-pays

✓ Prescription printing that meets new CMS standards for tamper-evident scripts
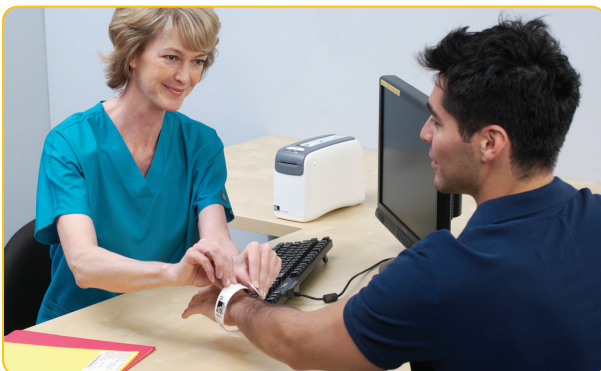
## Pharmacy

In hospital pharmacies, Zebra bar code solutions—such as the ZM400™ and the G-Series™ printers—allow hospitals to add variable data to every drug at the unit-dose level. These bar code labels are scanned to immediately verify and record medication dispensing, as well as check the NDC number against the prescription order to ensure the correct medication in the correct dosage is administered to the correct patient. This not only protects patients, but streamlines patient record processes.

## Laboratory

In a similar manner, hospital and independent labs improve specimen identification accuracy and tracking efficiency with Zebra. By bar coding all samples and aliquots—either at the bedside with a QL 220 Plus mobile printer, or in the lab with ZM400 or G-Series printers—those bar codes can later be scanned to record transfers and create accurate test result entries. Eliminating manual data entry not only drastically eliminates errors; it also cuts costs and saves time.

## Other Departments to Consider

Once your healthcare facility has deployed bar coding in the above key areas, it makes sense to look elsewhere in the organization. For example, such point of care applications as the emergency department, surgery and radiology are likely next stops. Medical records and asset management are additional areas where tracking and productivity benefits can be gained from bar coding.

"These are thermal, on-demand printers. They create dense, high-quality symbols that carry more than enough information. Plus, the output survives the rigors of hospital life, achieving the high read rates necessary to streamline labeling in the pharmacy and scanning on the floors."

**Robert Raschke, manager of electronic health record systems and information services, Aurora Health Care**

"The flexibility and functionality of the Zebra printers has vastly reduced specimen mislabeling and collection errors, and the nurses love it."

**Vicki Cooke, nursing information technology systems, Northeast Medical Center**

# Thermal Printing Solutions
# for <span style="color:orange">Healthcare</span>

### HC100™ Patient I.D. Solution

Combining a reliable HC100 thermal printer with easy-to-use cartridges containing the industry's only antimicrobial-coated wristbands, Zebra's HC100 Patient I.D. Solution makes wristband printing easier and more cost-effective than laser solutions.

### ZM400™

This rugged, full-sized printer for high-volume printing enhances productivity in pharmacy, lab, and materials management labeling. It produces crisp, clear print quality on all label sizes, from very small slide labels to blood bag ID labels and medication labels.

### QL 220 Plus™

The compact QL 220 Plus mobile printer with advanced, secure wireless connectivity is perfect for labeling at the patient bedside. It's easy for nurses and phlebotomists to carry to the point of care via a belt clip, shoulder strap or cart.

### G-Series™

The space-saving G-Series desktop printers with 4-inch print widths and optional wireless connectivity are perfect for printing blood bag labels at mobile blood collection centers or producing unit-dose labels in the pharmacy.
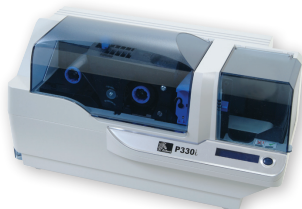
### P330i™

The easy-to-use, RFID-capable P330i card printer produces full-color cards ideal for staff and visitor identification, as well as patient health cards.

### Genuine Zebra™ Labels and Wristbands for Added Protection

Zebra has the right labels for hospital applications. Genuine Zebra labels are available in a range of sizes, materials and adhesives that can withstand all types of testing and storage requirements. Our labels are suitable for labeling all shapes and sizes of specimen containers, including test tubes, vials, microscope slides, petri dishes, and cassettes—plus pharmacy unit dose containers, including syringes and IV bags. Zebra even offers special blood bag labels that meet ISBT 128 compliance requirements.

Genuine Zebra™ wristbands and thermal printers are designed to perform together as a complete, optimal bar code wristband print solution—ensuring the highest-quality results for uncompromised patient safety. Available in a variety of sizes and closures, our wristbands are durable enough to last longer than the average patient's stay and still be comfortable to wear. Special top coating makes them resistant to alcohol, water, soaps, xylene and other hospital elements. And Zebra's Z-Band wristbands feature a patent-pending antimicrobial coating that protects the wristband.

▶ **For more information, visit www.zebra.com**