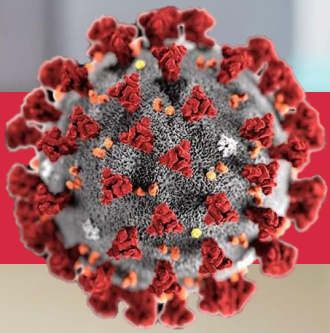




COVID-19
CONTENT INSIDE



ACUTE CARE CARDIOLOGY & VITALS NEWSLETTER



March 2020



Hillrom™

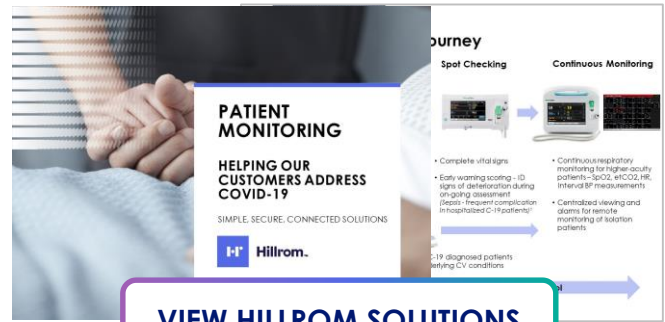
COVID-19 INFORMATION

HELPING OUR CUSTOMERS ADDRESS COVID-19

The COVID-19 pandemic is putting tremendous stress on healthcare facilities to safely and efficiently manage a dramatic influx of patients requiring accurate screening, triage, and on-going assessment including higher acuity cases that require continuous monitoring and isolation.

We have mission-critical solutions for customers:

- Fast, comprehensive patient screening and spot check monitoring:
 - Vital signs monitors
 - Resting ECG
- Continuous, remote monitoring of isolation patients that can be rapidly and easily deployed:
 - CVSM with Central Stations
 - Leverage existing CVSM devices for intervals / continuous monitoring
- Support for infection control to help keep patients and clinicians safe:
 - Disposable cuffs
 - Thermometry probe covers – oral / axillary and ear
 - ELI 380 with Wireless Acquisition Module (WAM)
- Access to highly cost-effective, rapidly available equipment:
 - Refurbished vitals at 65% off list price



[VIEW HILLROM SOLUTIONS](#)



See inside Syracuse, NY's COVID-19 testing center where Hillrom donated Vitals machines as part of our Hillrom for Humanity program.



What US Hospitals Should Do Now to Prepare for a COVID-19 Pandemic



Information from Johns Hopkins Center for Health Security

DON'T FORGET!

PLEASE REMEMBER TO TAG ALL SALESFORCE OPPORTUNITIES RELATED TO COVID-19.
100% COMPLIANCE IS REQUIRED!

- We have numerous people working around the clock to supply as much product as needed to the market. Therefore, visibility is the key.
- We need one central location to pull this information nationally.
- We may be able to glean important information regarding the spread of the disease by monitoring the opportunities as they come about across the country.
- We need to identify COVID-19 opportunities separate from traditional funnel opportunities.

CARDIOLOGY IMPLICATIONS

For patients over 50 with any indications of COVID-19, an ECG is one of the first tests that will be run as the virus can cause stiffness in the arteries that can lead to arrhythmia and acute MI (heart attack) in specific patient types. There could be some incremental device needs from our customers, but we will also see high volumes of supplies and electrodes be requested to have on hand to keep up with an increased patient load.

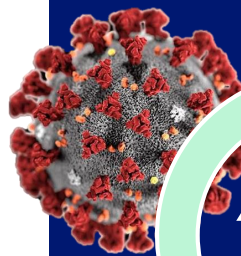
The American College of Cardiology has released clinical guidance for all Cardiovascular Care Teams as it relates to COVID-19. Please read the report for:

- Clinical context
- Cardiac complications
- Implications for patients with underlying cardiovascular conditions
- Cardiac-specific preparedness recommendations

While the specific effects of COVID-19 on the cardiovascular system remain unclear, there have been reports of acute cardiac injury, arrhythmias, hypotension, tachycardia, and a high proportion of concomitant cardiovascular disease in infected individuals, particularly those who require more intensive care.

There is consensus among experts that both coronary artery disease and heart failure (HF) patients are at increased risk of acute events or exacerbations from viral respiratory infections, with other comorbidities (diabetes, obesity, hypertension, COPD, kidney disease) further increasing risk.

ACC GUIDANCE



10.5%

Fatality rate for COVID-19 patients with Cardiovascular disease

FAST FACTS

- Acute viral infections have three categories of short-term effects on the cardiovascular system:
 - First, increased risk of acute coronary syndromes associated with the severe inflammatory response to the infection.
 - Second, myocardial depression leading to heart failure.
 - Third, under-recognized risk of arrhythmias, also related to acute inflammation.
- The virus's main target is the lungs. But that could affect the heart, especially a diseased heart, which has to work harder to get oxygenated blood throughout the body.
- Individuals with an underlying heart issue also may have a less robust immune system.
- Any virus also may pose a special risk for people who have the fatty buildup known as plaque in their arteries. Evidence indicates similar viral illnesses can destabilize these plaques, potentially resulting in the blockage of an artery feeding blood to the heart, putting patients at risk of heart attack.
- COVID-19, like influenza, is linked to problems such as inflammation of the heart muscle, heart attack and rapid-onset heart failure.

1. What Heart Patients Should Know About COVID-19, By American Heart Association March 12, 2020, <https://www.nextavenue.org/heart-patients-coronavirus/>

2. COVID-19 and the Heart: Insights From the Front Lines As COVID-19 cases go global, a picture is emerging as to its CV impact and how cardiologists in hard-hit regions are coping. By Shelley Wood, March 12, 2020

3. <https://www.acc.org/latest-in-cardiology/articles/2020/03/01/08/42/feature-coronavirus-disease-2019-covid-19-provides-potent-reminder-of-the-risk-of-infectious-agents>; Debra L. Beck.

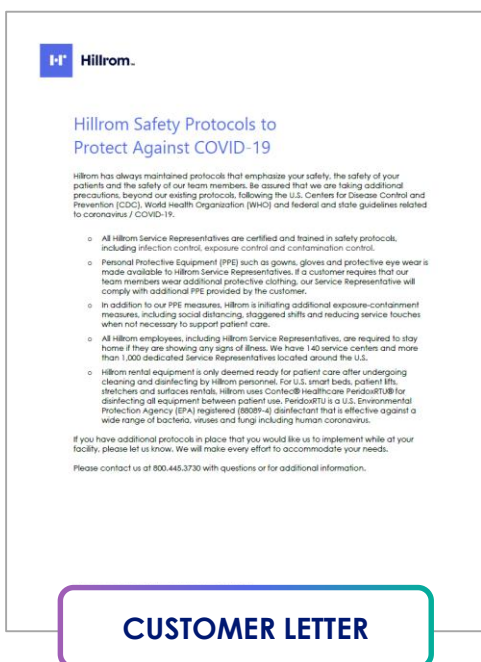
COVID-19 INFORMATION

Hillrom Safety Protocols to Protect Against COVID-19

Hillrom has always maintained protocols that emphasize your safety, the safety of your patients and the safety of our team members. Be assured that we are taking additional precautions, beyond our existing protocols, following the U.S. Centers for Disease Control and Prevention (CDC), World Health Organization (WHO) and federal and state guidelines related to coronavirus / COVID-19.

- All Hillrom Service Representatives are certified and trained in safety protocols, including infection control, exposure control and contamination control.
- Personal Protective Equipment (PPE) such as gowns, gloves and protective eye wear is made available to Hillrom Service Representatives. If a customer requires that our team members wear additional protective clothing, our Service Representative will comply with additional PPE provided by the customer.
- In addition to our PPE measures, Hillrom is initiating additional exposure-containment measures, including social distancing, staggered shifts and reducing service touches when not necessary to support patient care.
- All Hillrom employees, including Hillrom Service Representatives, are required to stay home if they are showing any signs of illness. We have 140 service centers and more than 1,000 dedicated Service Representatives located around the U.S.
- Hillrom rental equipment is only deemed ready for patient care after undergoing cleaning and disinfecting by Hillrom personnel. For U.S. smart beds, patient lifts, stretchers and surfaces rentals, Hillrom uses Contec® Healthcare PeridoxRTU® for disinfecting all equipment between patient use. PeridoxRTU is a U.S. Environmental Protection Agency (EPA) registered (88089-4) disinfectant that is effective against a wide range of bacteria, viruses and fungi including human coronavirus.

If you have additional protocols in place that you would like us to implement while at your facility, please let us know. We will make every effort to accommodate your needs.



FACTORY REFURBISHED SOLUTIONS SELL SHEET

COMING SOON!

A customer-facing sell sheet is rapidly being developed that outlines Hillrom's factory refurbished options for the following devices:

- CVSM
- CSM
- CP 150

Devices will be up to 65% off their list price and come with a 90-day warranty. More information is coming very soon, so please be on the look out to share this value with our customers!

NOTABLE WINS

Congratulations to everyone and their hard work over the past month! Here are the top deals and the reps who helped drive them forward.



CARDIOLOGY

Account	Location	Product	Value	Rep
* Harris Health System	Houston, TX	ELI 380	\$366,880	K. Williams
San Ramon Regional Medical Center	San Ramon, CA	ELI 380	\$161,000	E. Livingston
Archbold Medical Center Service Center	Thomasville, GA	ELI 380	\$136,599	M. Bonds
Adventhealth Deland	Deland, FL	ELI 380	\$122,568	M. Bonds
Baptist Hospital Inc	Pensacola, FL	Q-Stress	\$96,328	P. Vlerebome

*With Primary Care

(Source: Salesforce.com as of 4PM, 3.16.20)

VITALS

Account	Location	Product	Value	Rep
Encompass Health	Multiple	CSM + Cerner Connectivity	\$184,755	Multiple Nation-wide account
W2MJ USA Meddacc FT Jackson	Columbia, SC	CSM	\$171,550	S. Gretkowski
Barger Health System (OhioHealth)	Circleville, OH	CVSM + Epic Connectivity	\$162,942	J. Hansel
Jacobi Medical Center	Bronx, NY	CVSM	\$99,445	A. Peterson
WJM Dorn VA Medical Center	Columbia, SC	CVSM + CPRS Connectivity	\$91,524	S. Gretkowski

(Source: Salesforce.com as of 5PM, 3.13.20)

DEAL REVIEW OF THE MONTH

THE CUSTOMER

Archbold Medical Center

Archbold Medical Center is a four-hospital, three nursing-home health system with 540 patient beds. They employ more than 2,500 people and boast an outstanding medical staff of nearly 200 qualified physician specialists. The flagship hospital, John D. Archbold Memorial Hospital, is a 264-bed hospital located in Thomasville, Georgia. Other system hospitals, also in Georgia, include Brooks County Hospital in Quitman, Grady General Hospital in Cairo, and Mitchell County Hospital in Camilla.



THE WIN

This ELI380 win marks the third cardio deal in the last six months with Archbold. The first two being Q-Stress in September 2019 and Holter in early February 2020.

SIZE OF THE DEAL

- (8) ELI380-DCX11 (\$111,264)
- Install and Accessories (\$12,969)

TOTAL: \$124,233

DECISION MAKERS

- Alicia Lacy - *Director of Heart and Vascular Services*
- Prior Connell - *Director of Materials Management*

HOW DID WE GET HERE?

Archbold Medical Center has been a long-standing Cardiology customer for Hillrom having purchased our ELI350s, but found a renewed interest in our portfolio with Monica at the helm of the territory. Leveraging a 15+ year relationship with the Director of Heart and Vascular Services, Monica secured a meeting about eight months ago to review not only Hillrom's cardiology line, but also Archbold's goals and plans for their upcoming fiscal year. Through a series of constant touch points and being responsive to customer questions and needs, they began ordering Cardiology products on their annual plan: three Q-Stress units in September 2019 and a Holter system in early February 2020.

What wasn't on the plan this year was an updated fleet of ELI380s. However, after successful persuasion by the team and a building confidence over the other two successful installations, Archbold secured additional funding for the year to buy eight new ELI380s to replace their legacy ELI350s.

WHO DID WE BEAT?

Archbold had been a legacy Mortara customer and because of Monica's strong relationship with Alicia; they did not consider any competitive quotes.

WHAT'S NEXT?

With the successful Cardiology installations, Archbold is now in the beginning stages of opening up opportunities in the Vitals space, and ultimately connectivity of their devices throughout the hospital.

CONGRATULATIONS TO THE TEAM!

- **Monica Bonds** (Account Manager)
- Karam Tascoe (Solutions Architect)
- Tanner Trepasso (Project Manager)
- Rex Wheeler (FSE)

CONTINUING SERVICE SUCCESS

Updated Sell Sheets, Training Presentation and Price List for New SmartCare Service Programs!

Sell sheets for the following products are now available to use:

- ELI 280
- ELI 150c
- CP150

BIG WIN!

**CONGRATULATIONS TO
BILL BARTH FOR A \$340K
CVSM SERVICE DEAL
THIS QUARTER!**



CONNECTIVITY CORNER

VIEW THE LATEST EMR CONNECTED PARTNER REPORT!

Questions? Contact
Michelle Sunderhaft or
Jamie Schneider

EMR CONNECTED PARTNER REPORT

February 2020

VIEW REPORT

CHECK IT OUT!

**SPOT 4400 HAS
BEEN VALIDATED BY
ATHENAHEALTH
AND WILL BE ADDED
TO THEIR DEVICE
SUPPORT LIST!**



Hillrom™

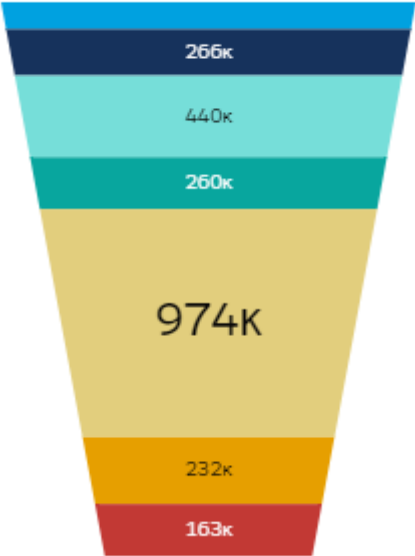
LEGACY EQUIPMENT UPGRADES

Q-Stress

60

records

Sum of Total Price (converted): 2.5M

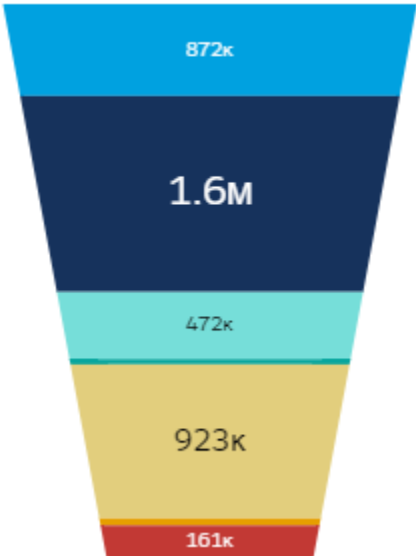


ELI 380

33

records

Sum of Total Price (converted): 4.1M

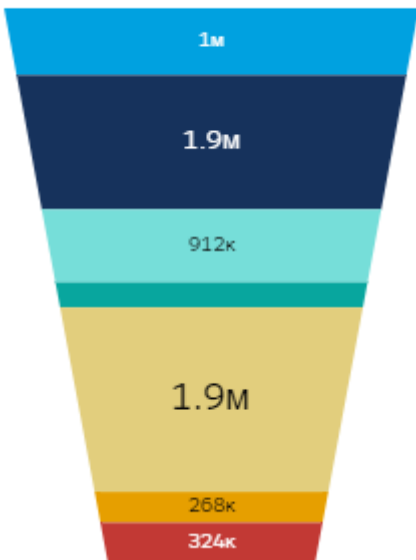


TOTAL

93

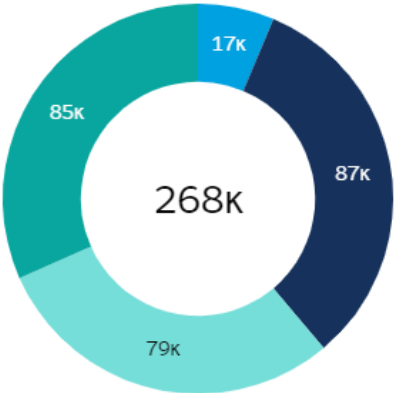
records

Sum of Total Price (converted): 6.6M



TOP REGIONS (Closed Won)

Sum of Total Price (converted)



- Account Region
- Acute Care - Midwest
 - Acute Care - North Central
 - Acute Care - South Central
 - Acute Care - Southeast

- Stage
- Prospect
 - Qualify
 - Develop & Execute
 - Negotiate
 - Decision
 - Closed Won
 - Closed Lost

TAG YOUR RELEVANT OPPORTUNITIES WITH THE CAMPAIGN ID AND GET THESE ACCOUNTS ACROSS THE FINISH LINE!

2020 CARDIO BACK POCKET CLOSING OFFERS

PRODUCT NEWS

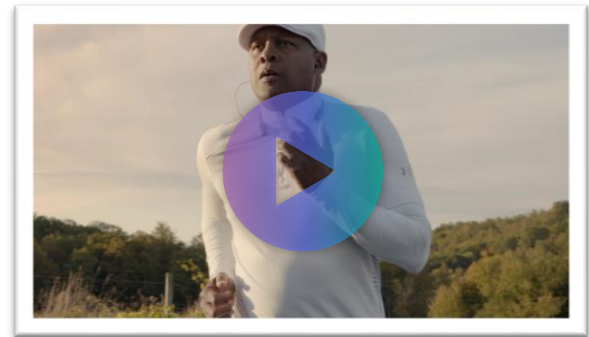
CARDIOLOGY

XScribe 5 End of Manufacture Letter



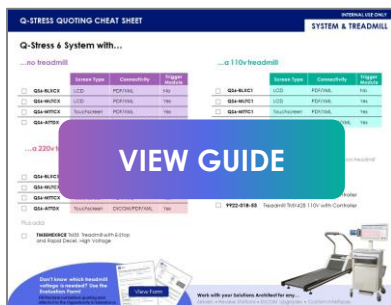
[VIEW LETTER](#)

[REMINDER] Q-Stress Promotional Video Available



[UPDATED] Q-Stress Quoting Cheat Sheet

The quoting guide has been updated to reflect new and updated part numbers. Make sure you're using the latest version!



[VIEW GUIDE](#)

[REMINDER] ELI 380 Devices Have Resumed Shipping!

A reminder that ELI 380 devices have resumed shipping and all open orders were cleared by March 12th. Devices have also resumed normal 10-day lead times. Thank you for your patience and any questions or issues that arise please reach out to Zach Clark.

DON'T FORGET!

CONVERT YOUR OPEN Q-STRESS ORDERS WITH A TREADMILL TO THE TMX428 AS SOON AS POSSIBLE!



Hillrom™

SELLING TIP OF THE MONTH

SELLING STRATEGIES DURING A PANDEMIC

As businesses shift to remote work during the coronavirus pandemic, sales teams need to adjust the way they do business but not the why we do business.

When we help our customers, we succeed. During uncertain times like these, they are going to look to you for guidance on solutions that will help them provide their patients with the best care possible.

Key Tips:

1. Don't cancel meetings. Instead of cancelling meetings, maintain them by utilizing various collaboration tools, like WebEx for demos and discussion.

2. Stock up on prospects. Just like stocking up on supplies you think your house may need in case of a quarantine, you can also “stock up” on sales prospects. Utilize online resources to gather potential leads (without calling care centers during this time).

3. Rethink your selling strategy. Spend some time thinking about the products you sell and their values propositions. Now is a time when you can create a new strategy in how you present the features and benefits of those items and the services that accompany them. Especially in a way that is relevant to coronavirus concerns.



Deals may get stalled in your pipeline. But make sure to try and keep them warm. And keep checking in with your leads. Some companies may hold back on investment until the uncertainty resolves.



Do you have a selling tip that's worked for you in the demo or in-service of a product? Feel free to share!

SUBMIT

UPDATED HOLTER REIMBURSEMENT SHEET IS NOW AVAILABLE!

[illegible]

VIEW SHEET

INTERESTING READS



FDA to study how Instagram influencers impact patients' perceptions of Rx drugs

[READ ARTICLE](#)



Should consumers be wary of Apple's heartbeat monitoring app?

[READ ARTICLE](#)



Apple, J&J announce the largest randomized trial on heart disease in history

[READ ARTICLE](#)

CHANGE HEALTHCARE

Change Healthcare Inc. Announces the Completion of Split-Off of McKesson's Ownership Interest

[READ ARTICLE](#)



Irregular sleep may increase risk of cardiovascular problems

[READ ARTICLE](#)



What economists would change—and keep—about the US health care system

[READ ARTICLE](#)

TRAINING RESOURCES

Resting ECG

[ECG Basics \(Brainshark\)](#)

[Resting ECG Overview \(Brainshark\)](#)

[ELI 380 Introduction](#)

[Quoting an ELI 380](#)

[ELI 380 | ELI 280 Accessories](#)

[ELI 380 Common Configuration Settings](#)

[Competition](#)

[ELI 380 'One Page' Sales Reference Sheet](#)

[ELI 380 - Connecting to the Sales Demo Cloud \(Part 1\) \(video\)](#)

[ELI 380 - Connecting to the Sales Demo Cloud \(Part 2\) \(video\)](#)

[How to use you Simulator](#)

Connectivity

[Connectivity Basics](#)

[Cardiology Connectivity Partner 101](#)

[Epiphany and ELI Link Installations](#)

Respiratory Monitoring (etCO2)

[Respiratory Compromise Playbook](#)

[Medtronic Partnership Program Overview](#)

[Connex Vital Signs Monitor with etCO2 Brochure](#)



Q-Stress

[Stress Overview](#)

[Stress Training Level 2](#)

[Quoting Q-Stress](#)

[Demo Script](#)

[Watch and Learn Stress Demo \(video\)](#)

Holter

[Intro to Holter Monitoring \(Brainshark\)](#)

[HScribe Overview \(Brainshark\)](#)

[HScribe Demo Screens](#)

[H3+ Holter Recorder Accessories](#)

[HScribe Networking FAQs](#)

[How to Quote HScribe](#)

**DO YOU HAVE CUSTOMERS WHO
LOVE THEIR HILLROM CARDIOLOGY
OR VITALS SIGNS PRODUCTS?
SUBMIT THEIR STORY TO SHARE
THEIR POSITIVE EXPERIENCES WITH
THE ENTIRE TEAM!**

SUBMIT