




Complete Clinical Traceability

Bridge the Value Gap with Genesis







It's time to unleash the value that's trapped in your clinical supply chain.

No function within the hospital system is more integral to financial health and care quality than the clinical supply chain. Representing nearly 80 percent of hospital revenue and involved in 100 percent of patient engagements, the clinical supply chain is essential to hospital success.

And yet, despite its importance, standard healthcare supply chain solutions remain focused on the logistics of procurement and delivery, without accounting for the movement of care-critical supplies as they leave the warehouse and become part of the patient journey.

Meanwhile, transformative technologies continue to bring new efficiencies to the supply chain in other sectors. For healthcare, the key to value realization is applying transformative tech in a way that is tightly aligned with the clinical environment's unique needs and realities.

That's where Genesis comes in. For the first time, Genesis brings automation and intelligence to the management of care-critical supplies at every point in The Clinical Supply Lifecycle™. With the ability to dramatically grow revenue, reduce costs, and improve care, it's just the solution you've been searching for.

Finally, a value-driven technology everyone can get behind.

By bringing traceability to life in the clinical environment, Genesis bridges the value gap between the warehouse and the patient journey. Genesis is set apart by its unique ability to affect every part of the revenue cycle while also improving the lives of clinicians and their patients.

Driving financial value.

In most organizations, value creation is a delicate balancing act between revenue growth and cost reduction. In a single solution, Genesis simultaneously achieves both. Here's how:



Grow revenue.

Get reimbursed for the care you deliver and stop the revenue drop-off that stems from ineffective and incomplete charge capture. Through streamlined point-of-care capabilities from Genesis, hospitals can finally ensure every charge is captured and realize all of their reimbursable revenue.



Reduce costs.

Cut waste by eliminating blind spots around supply utilization, including who, when, and where. Through advanced analytics from Genesis, hospitals can finally access the utilization data they need to accurately forecast demand and optimize asset management—from the highest cost implant to the lowest cost consumable.



Improve margin.

With Genesis, hospitals can finally stop leaving supplies on the shelf and money on the table. By making measurable improvements to both the revenue and cost sides of the value equation, Genesis paves the way to a higher overall margin.



Driving clinical value.

At the end of the day, a hospital's ultimate measure of success is the care it delivers. Genesis improves quality of life for clinicians and patients alike by automating clinical traceability. Here's how:



Empower caregivers.

Get your clinicians and nurses out of the business of procurement and back into the business of care. By enabling comprehensive data capture and automation with a single scan, Genesis eliminates clinician and nurse time that is unnecessarily spent in the supply closet and away from the patient.



Protect patients.

With Genesis, *never really means never*. Proactively prevent never events from happening and mitigate risk through automated workflows that systematically manage expiries, recalls, and proximity for high-value medical supplies and implants.

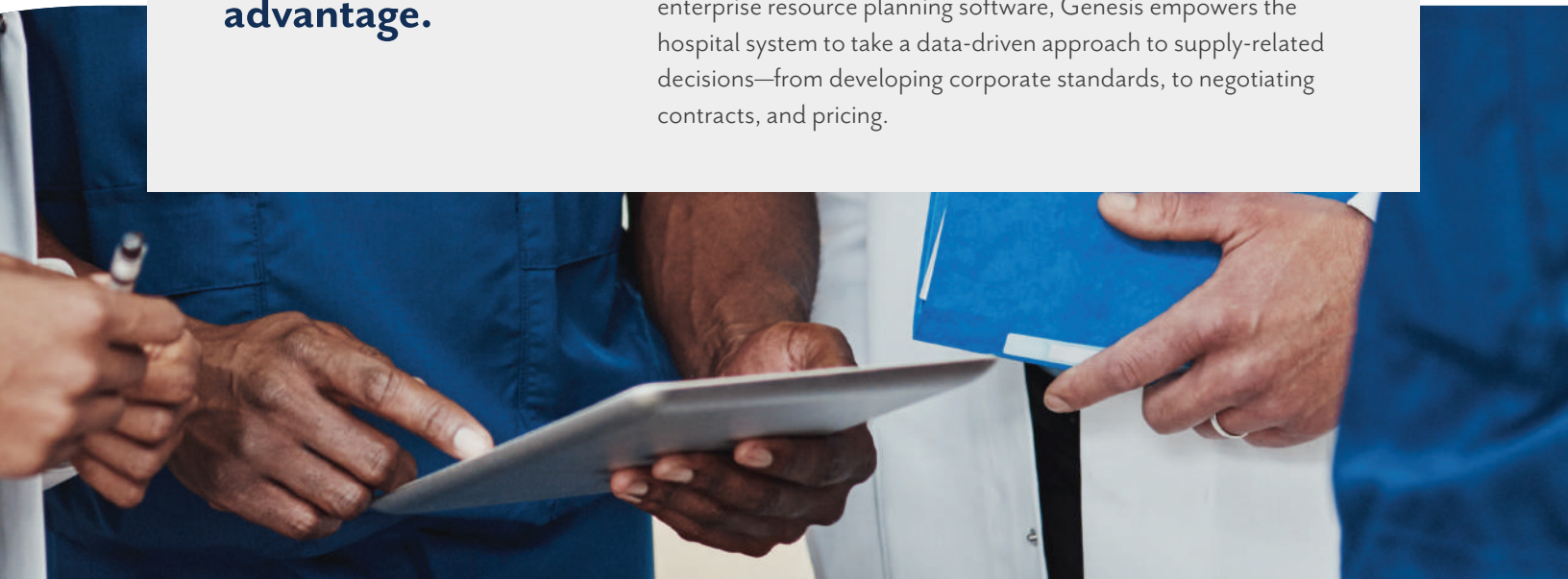


Improve care.

With Genesis, hospitals can better serve their clinicians and patients at the same time. By improving quality of life for clinicians and quality of care for patients, Genesis empowers hospitals to deliver a differentiated standard of care.

Make data-driven decisions that advance competitive advantage.

Genesis brings new insight to areas that were previously unmeasurable and therefore, unmanageable for many of today's hospital systems. By harnessing data from the clinical supply chain, hospital catalog system, electronic health record, and enterprise resource planning software, Genesis empowers the hospital system to take a data-driven approach to supply-related decisions—from developing corporate standards, to negotiating contracts, and pricing.

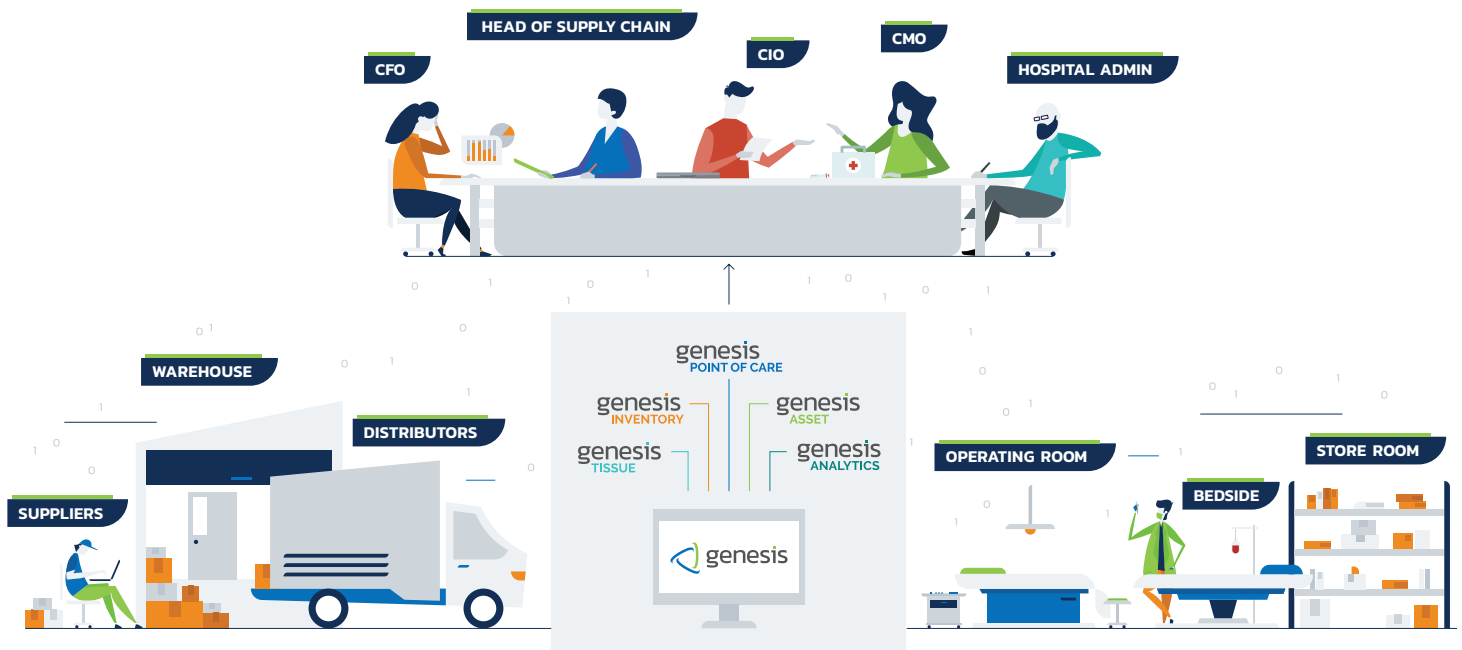


Genesis at a Glance

A value-driving, life-saving kind of solution.

Genesis manages the movement of care-critical supplies throughout The Clinical Supply Lifecycle™—from the manufacturer, through the warehouse, to the clinician, and ultimately, the patient. With five modules capable of managing the lowest cost consumable to the highest cost implant, Genesis **infuses the clinical supply chain with complete traceability, accountability, and agility from the supplier to the patient bedside.**

A Single Solution for Complete Clinical Traceability



What sets our solution apart?

Born to address clinical demands.

Co-developed by leading hospitals and suppliers, Genesis was born to solve the hospital's most vital traceability challenges. With Genesis, hospitals can finally tap into the promises of enterprise supply chain management in a solution that is specifically designed to support clinical demands.

Users love to use it.

Through its instinctive user interface and robust automation capabilities, Genesis simplifies life for the busy clinician, the inventory manager, and the financial executive—all of whom can finally access the information they need in one interface they love to use.

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POINT OF CARE

Simple, dynamic, and automated, **Genesis Point of Care** frees caregivers to spend more time with patients while ensuring the supply chain is tightly integrated with clinical realities.

- **Measure and map utilization to the patient and clinician** to uphold accountability and enable predictive demand planning.
- **Capture every charge, with no exceptions** to measurably grow hospital revenue.
- **Receive real-time notifications for expiries, recalls, and proximity warnings** to ensure the safety of every procedure and patient.
- **Accurately measure procedure costs and waste** to improve pricing and shape corporate standards.

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ASSET

Designed to manage assets in the fast-moving clinical environment, **Genesis Assets** provides real-time visibility and control into care-critical equipment.

- **See equipment as it moves throughout the hospital** to expedite access to mission-critical equipment and eliminate delays in care.
- **Automatically produce asset scheduled maintenance requisitions** to ensure the right equipment is available in the right place, at the right time.
- **Dynamically generate replacement schedules by date and location** to inform planning and reduce costs.
- **Produce location and utilization** reports to optimize resources across departments and hospitals.

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INVENTORY

More than an inventory management solution, **Genesis Inventory** transforms inventory management from a procurement function to a pillar of value realization.

- **Achieve complete visibility across departments and hospitals** to improve the management of care-critical supplies.
- **Read unique device identifiers and barcodes with a single scan** to streamline workflows and eliminate blind spots.
- **Gain insight into products that are approaching expiration, expired, or recalled** to improve patient safety and effectively cycle stock.
- **Systematically measure utilization, consumption, and waste** to cut costs and improve liquidity.

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TISSUE

Through complete visibility and advanced analytics, **Genesis Tissue** manages the movement of living supplies throughout the entire chain of custody.

- **Dynamically measure and monitor storage conditions throughout the chain of custody** to uphold accountability and ensure patient safety.
- **Proactively manage expiries** to eliminate costly waste and prevent never events.
- **Automate replenishment** to ensure ready access to care-critical tissue and bone implants.
- **Document integrity** at each point of transfer to streamline regulatory compliance reporting.

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ANALYTICS

By breaking down silos and contextualizing data trapped in the hospital's largest systems, Genesis equips financial, clinical, and supply chain leaders with the insights they need to make measurable improvements to patient safety, operational efficiency, and financial margin. Harness our solution's powerful dashboard, or leverage our transformative clinical tracability data in your enterprise-wide BI tools.

A single solution for any inventory.

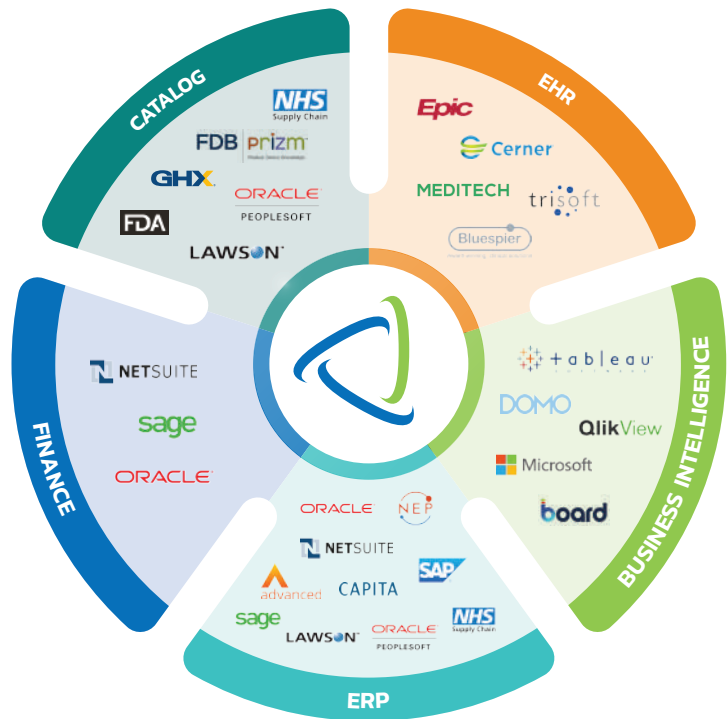
The hospital is home to a diversity of inventoriable items. Genesis provides the hospital system a single solution to manage all of its care-critical supplies, including consigned product, medical devices, and living tissue.

It works the way you need it to.

We believe solutions should work the way hospitals need them to, not the other way around. Adaptive and configurable, Genesis enables hospitals to access all of the value-rich clinical traceability functionality they need without disrupting existing systems or workflows.

Making true, system-wide interoperability a reality.

With a robust API library and agile integration approach, Genesis enables hospitals to rapidly bridge the gap and unlock the value that is currently held in their most pervasive enterprise systems. We combine our clinical traceability insights with critical data from your catalog, EHR, finance, and ERP systems to change the way you manage and make decisions about your care-critical supplies. Because when everything works together, great things happen.



SECURITY

Protecting you and your patients.

Protect your critical data and infrastructure with a HIPAA-compliant solution that is made to satisfy the security sensitivities of the clinical environment. Our robust data center and network architecture uphold the most stringent security requirements while retaining the flexibility you need to drive value.



Everything a hospital's technology experience should be, and more.

At Genesis, we are committed to providing hospitals a different kind of technology experience—one marked by requirements addressed, promises met, and value delivered. **That's why our proven path to value begins with you.** Instead of forcing hospitals to conform to our worldview, we adapt our technology to their realities to maximize return and minimize time to value.

1 Get to know your environment and workflow.

First, we walk a mile in your shoes. In our hospital walk-through, our team of clinical traceability experts work to understand the realities your clinicians and materials managers face.

2 Qualify your challenges, quantify your returns.

Next, we deliver a value report that illuminates key opportunities for value realization and quantifies the potential return of Genesis for your hospital system.

3 Configure the solution, establish interoperability.

Then the real work begins. Building upon your existing processes, we configure our solution to your environment. This includes total interoperability with your existing clinical and enterprise systems.

4 Start deriving value from day 1.

Prior to launch, we'll make sure that your clinical and supply chain users are completely comfortable so that you can begin generating return on investment from the get-go.

5 Tap into on-demand experts, in your corner.

We are 100% committed to hospital success. That means our partnership extends beyond implementation. Leverage our subject matter experts where and when you need them.



The clinical traceability solution of choice for the world's most value-driven hospitals.

Today, Genesis provides clinical traceability over millions of care-critical SKUs. Our ability to unlock immediate and substantial value within the hospital has earned us the trust of some of the industry's most forward-thinking institutions.

Here's what they have to say:



Knowledge is power. [Genesis] provides us with a level of data and insight that can be used to better challenge clinical practice and variation, helping us to reduce inefficiencies and improve patient experience and outcomes. More importantly, it ultimately helps to safeguard our patients from avoidable harm. In the event of a product recall, we can now easily and quickly track an affected product to the right patient.

– Tim Wells, Consultant Cardiologist

25% SAVINGS
through Order Consolidation



38% REDUCTION

in Stock on Shelf

4,000 HOURS

of Nurse Time Freed for Patient Care

“

We can now proactively manage our products, safeguarding patients while making the system more efficient. Waste is only just being recognized as an area of value, we now have the evidence... to ensure the whole supply chain becomes safer and more efficient.

– Rob Drag, Program Manager



Are you ready to improve margin
and enhance patient safety?

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