



# HEALTHMARK INDUSTRIES

## Infection Control Solutions

**H**ealthmark Industries Company is a family-owned healthcare supplier business founded by Ralph A. Basile in 1969.

After a successful career in medical sales, he established his own company with his wife, Suzanne. A business based on the principles of providing innovative and cost-effective products for customers in order to meet their sterilization, decontamination, storage, distribution and security needs



Healthmark employee James Marcus is performing quality control on Endocheck™ swab tips

Through dedication and hard work they built a successful business for decades to come, quickly earning a reputation for providing quality customer service. Tragically, Ralph A. Basile passed away Sept. 20, 2001 of complications due to stomach cancer. His legacy and life's work lives on today and can be seen in the culture of Healthmark with Suzanne's continued involvement and the leadership of his three sons – Ralph, Mark and Steve.

“The same values our company was founded on still hold true with our mission today,” says Vice President of Marketing Ralph J. Basile.

Healthmark's team has grown significantly over the years. From the small office of five in St. Clair Shores, Mich., to a staff of almost 100 in a more than 20,000-square-foot headquarters in Fraser. Their customer service representatives, distributors and sales representatives have helped their customers reduce costs, improve patient care and meet “best-practice” requirements. This team of professionals stands ready to serve all members of the healthcare industry.

The growth entailed a need for a structure of professional commitment for healthcare facilities throughout the country and that is why Healthmark has representatives in designated territories throughout the country. “We have an experienced nationwide network of professional sales representatives,” explains Vice President of Sales Steve Basile.



Healthmark Industries headquarters in Fraser, Mich.

“They are well trained and ready to meet with you personally to listen and understand your facility's unique needs.”

Cleaning verification has been an important issue in healthcare across the country. News headlines often consist of articles about complications from surgeries caused by instruments and equipment that haven't been properly cleaned. It has affected the healthcare field, and in some ways, how Healthmark has done business. As an innovator of infection control solutions, Healthmark added products to its Proformance™ Monitoring Tools line over the past 15 years to help ensure surgical instruments and other equipment are reprocessed correctly. AAMI<sup>1</sup> and AORN<sup>2</sup> recommend at least weekly testing of the cleaning process. These products are designed to help facilities comply with standards and ensure they are reprocessing equipment and cleaning surgical instruments properly.

Researchers have discovered that devices that haven't been reprocessed correctly can emerge from the cleaning process with bits of bone,



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**Quality is a key component to Healthmark's business as well as ensuring the satisfaction of their customers.**



Healthmark Industries staff in front of Headquarters.

blood and tissue from the previous operation, contaminants that can become reservoirs for some potentially lethal bacteria<sup>3</sup>. Proper cleaning and sterilization are essential for ensuring that medical and surgical instruments do not transmit infectious pathogens to patients. According to the CDC (2008), multiple studies in many countries have documented a lack of compliance with established guidelines for disinfection and sterilization. Failure to comply with scientifically based guidelines has led to numerous outbreaks<sup>4</sup>.

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"Healthmark offers you a 30-day free trial evaluation of any product we sell," says President Mark Basile. "If after 30 days the item does not meet your needs, return it and pay only the freight (if applicable)."

Another unique free service that Healthmark offers is Crazy4Clean.com; a website that consists of educational games designed to teach healthcare professionals about proper reprocessing of instruments/equipment while earning free CEUs.

"Games are a great way to learn. They simulate experiences that teach you new skills while you're entertained," says Director of Education Stephen Kovach. "Our goal is to launch two new games every year."

At the end of each game, players receive a free CEU by completing a quiz based on what they've learned.

Healthmark also has another website, [www.healthmark.info/hmarkqa.html](http://www.healthmark.info/hmarkqa.html), which is a non-biased forum to encourage healthcare workers to ask questions and share answers anonymously. It is easy to sign up and share experiences with other peers within the industry.

If you are looking for industry news, helpful hints and other information, Healthmark produces a weekly newsletter that is distributed to thousands of readers. Each Healthmarket Digest features a story written by a member of the Healthmark team as well as a weekly coupon.

"Our goal is to provide our subscribers with a quick summary of important news with the convenience to click through for more details on articles they find interesting," explained Ralph Basile. Information about the newsletter and past articles can be found at <http://www.healthmarketdigest.com>.

Healthmark is looking forward to an exciting future with its continued expansion of staff and products. With over 44 years of experience Healthmark continues to adapt to the business needs of their customers.

"One of our newest products that we are excited about is our custom vinyl labels," says Ralph Basile. "Many healthcare departments need to communicate in a specific manner and customizable labels are a great way to do so."

Healthmark designs and produces the labels in a variety of sizes and colors. **ORT**



Microbiologist Kaumudi Kulkarni performs a cleaning verification test in the lab at Healthmark Industries.

#### FOR MORE INFORMATION

about Healthmark Industries, visit [www.hmark.com](http://www.hmark.com) or call 800-521-6224.

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