



## 2018 Hospital Toolkit

Customizable marketing and public relations materials, templates, and messaging designed to highlight the benefits of SilvaClean®



## Patient Handbook

### Introducing SilvaClean®

The text below offers key information to help you introduce SilvaClean to your patients and staff and highlight your commitment to providing the cleanest possible hospital environment. This information can be added to materials such as patient handbooks or intake folders.

#### **Your linens are protected by SilvaClean®**

This hospital now uses SilvaClean®—SilvaClean® is a transformational antimicrobial laundry additive to aid in their diligent infection control program.

SilvaClean augments existing laundry processes to provide a new standard of textile care for patients and clinicians with active antimicrobial properties effective for reducing post-laundry contamination anytime a microbe touches the textile: in storage, during handling and in use. It provides a unique, inexpensive antimicrobial intervention for soft surfaces. SilvaClean treatment augments. SilvaClean reduces 99.9% of *Staphylococcus aureus* after 6 hours and 99.9% *Klebsiella pneumoniae* after 3 hours of contact. SilvaClean also protects fabrics from deterioration from stain- and odor-causing bacteria, mold and mildew. Linens ranging from curtains, bedding, gowns, and towels to healthcare worker scrubs are treated with SilvaClean each time they are laundered, ensuring the cleanest possible hospital environment.

By aiding infection control strategies, SilvaClean technology offers an unparalleled level of freshness and hygiene.

**What is it?** SilvaClean is an EPA-approved, water-based fabric treatment that uses pure silver, an effective antimicrobial agent. When linens are being used, SilvaClean remaining in linens will reduce post-laundry contamination.

**How does it work?** SilvaClean imparts lasting antimicrobial effects to the fabric when it is cleaned, keeping linens cleaner during transport, storage and use. SilvaClean keeps working persistently over time to keep your sheets, gowns and towels clean—even after use.



# Huddle Sheet

## Quick Information

Provide pertinent information for your nursing staff to understand the role and value of SilvaClean®.

### What's new?

- This hospital now uses SilvaClean® as an additional component to its infection control program.

### What is SilvaClean®?

- SilvaClean is a breakthrough residual laundry additive that reduces post-laundry contamination.

### Why does this matter to patients?

- This hospital aims to reduce or eliminate exposure to pathogens to the greatest extent practical as part of its infection control program. SilvaClean aids in this effort.

### How does it work?

- When linens are being used, the residual SilvaClean reduces *Staphylococcus aureus* by 99.9% in 6 hours and *Klebsiella pneumoniae* by 99.9% in 3 hours.

### How long does it last?

- SilvaClean keeps working persistently over time to keep sheets, gowns and towels clean—even after they've been used.

#### The problem

More than 45 published articles demonstrate:

- Linens harbor bacteria, mildew and mold for months – prior to, during and after use.
- Contaminated linens have been shown to spread bacteria, mold and mildew throughout the hospital environment.

#### The SilvaClean solution

- Inexpensive addition to infection control programs
- Kills pathogens by 99.9%: *Staphylococcus aureus* in 6 hours and *Klebsiella pneumoniae* in 3 hours
- Works on all existing textile inventory.
- Automated, passive intervention that does not require a change to existing linen management workflows.

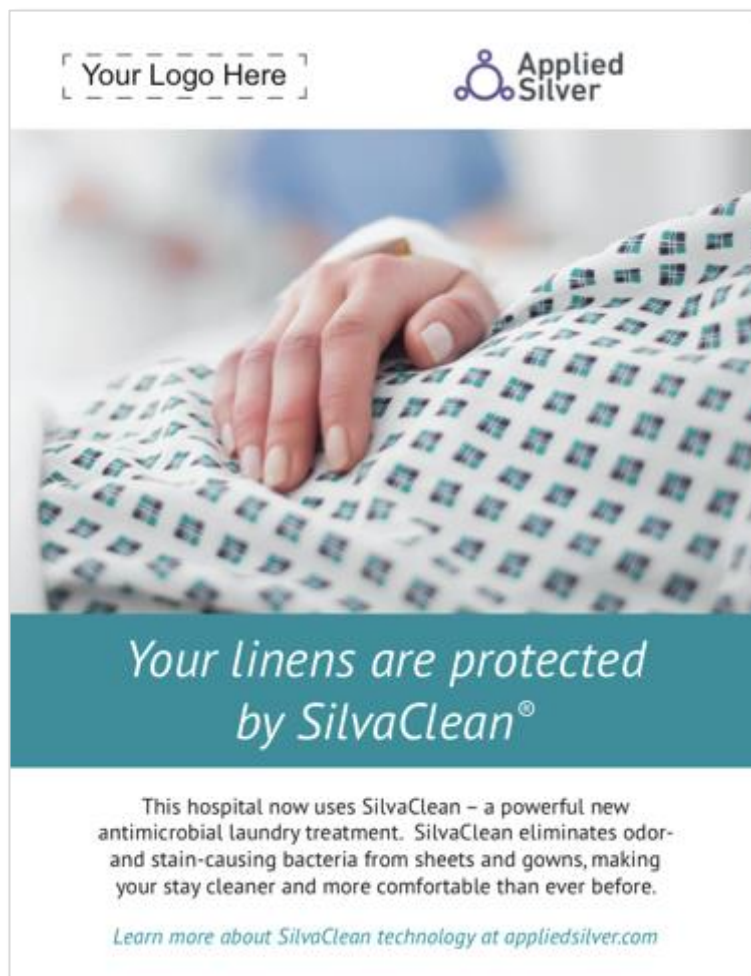
## Custom Materials

Applied Silver can develop custom PR and co-marketing programs with hospital partners to highlight innovation and the positive impact of implementing SilvaClean. Custom activities and materials may include:

- Joint press release
- Patient brochure
- Patient tent card
- Digital signage
- Room signage

## Sample Signage

Create patient signs customized with your logo for use on white boards in patient rooms, waiting rooms, and communal areas.





## Sample Tent Card

Tent cards can be co-branded with your logo and custom messaging.



## Sample Digital Signage

Create custom co-branded digital banners and signage for display across your hospital.

