

# The Positive Impact of Social Media on Learning and Professional Growth Within the Global Sterile Processing Community



Hank Balch, BS, MDiv, CRCST, CER, CIS, CHL





CAN  
SOCIAL MEDIA  
SAVE LIVES?



– 35 Million Views

Source: Numa Numa, YouTube 2006



- 32 Million Views

Source: Dogs Who Fail At Being Dogs,  
YouTube 2014







why?





Best Practice  
Safety  
Compliance

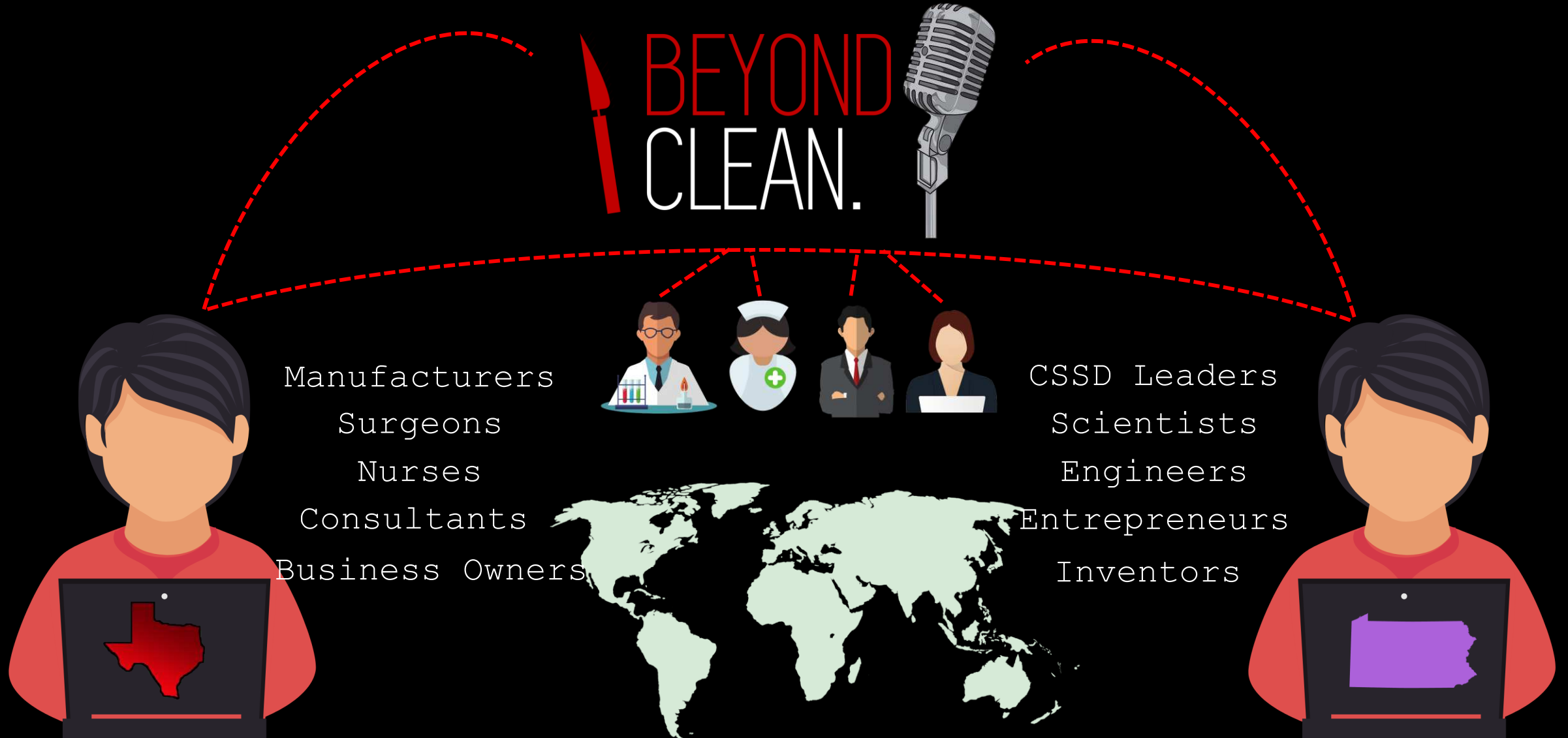




# A Case Study on the Beyond Clean Podcast



# A Case Study on the Beyond Clean Podcast





# A Case Study on the Beyond Clean Podcast



# A Case Study on the Beyond Clean Podcast



# A Case Study on the Beyond Clean Podcast





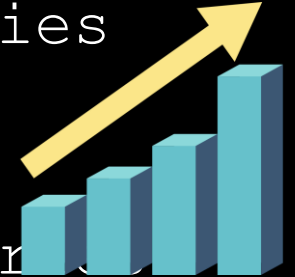
# A Case Study on the Beyond Clean Podcast

Podcast metrics:



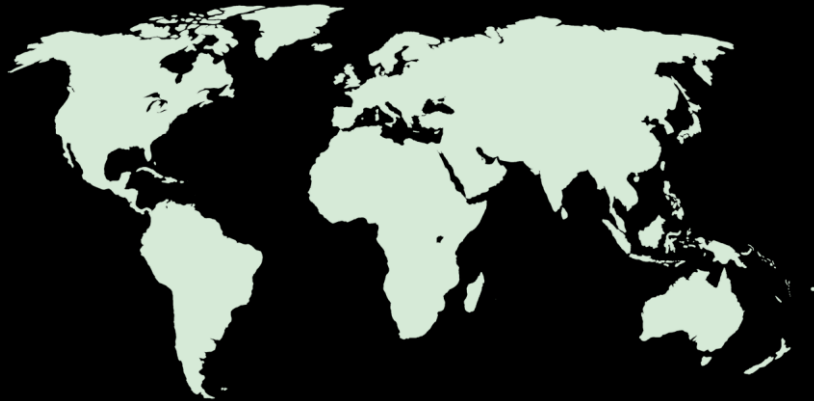
2017: downloads from 19 countries

- (month 1 - 500 downloads)



2019: downloads from 135 countries

- (currently monthly average - 15,000 downloads)
- 21% non-US based listeners
- 3750 monthly education credits

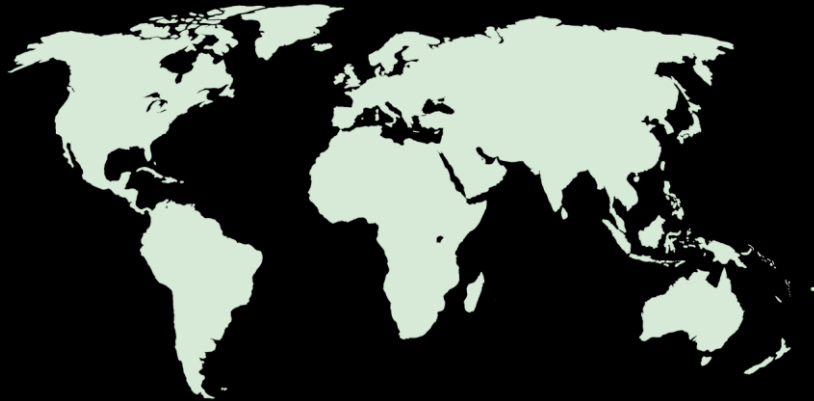


# A Case Study on the Beyond Clean Podcast

Podcast metrics:

Top 10 Downloads per Country

- 1) United States
- 2) Canada
- 3) Saudi Arabia
- 4) United Arab Emirates
- 5) Australia
- 6) United Kingdom
- 7) Philippines
- 8) India
- 9) Ireland
- 10) Qatar

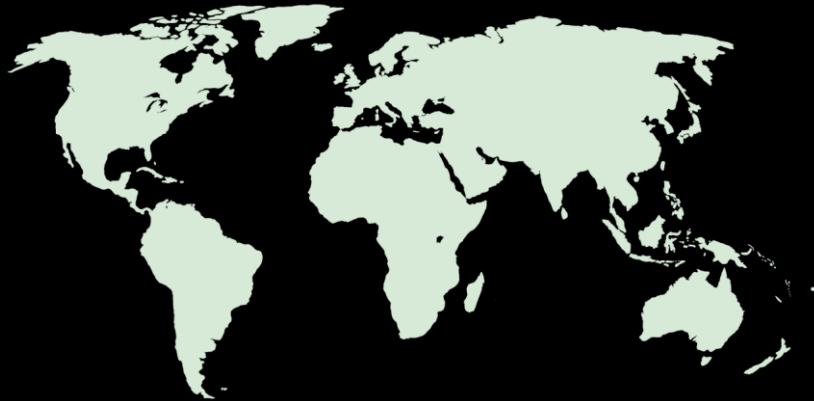


# A Case Study on the Beyond Clean Podcast

Facebook metrics:

2017: 351 followers from 10 countries

2019: 3,892 followers from 106 countries



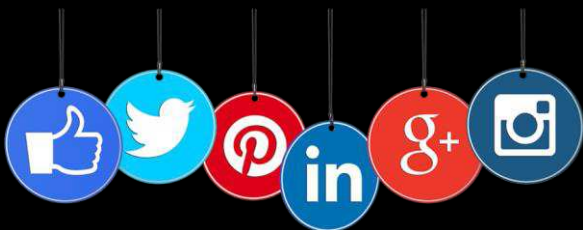


# Official Announcement:

BEYOND  
CLEAN.



aseptium  
Innovative Decontamination Solutions



## deconinnovation.com

Decontamination Innovation Awards aim at celebrating open innovation, collaboration, promoting new ideas, problem solving and originating fresh thinking. By showcasing what is new and awesome in this industry, we aim to raise awareness as well, and bring the splendid, the remarkable, the impressive into the public eye.

## A Focus on Facebook



Sterile Processing  
Professionals  
15K+ members



Sterile Processing Techs -  
Travelers and Recruiters  
12K+ members



CSSD Tech Media  
10K+ members




# A Focus on Facebook




 [Redacted Name] 23 hrs

How does the new Di Da Vinci scope tray fit in your V-Pro Machine anyone having trouble with it's wrap touching the sides and the wrapper continually having holes


 1 22 Comments

 [Redacted Name] shared her first post.

 **New Member** - October 19 at 9:55 PM

I am new to this and have been told different things about how to test cidex strips and solution. What is the process for this?

23 Comments

 [Redacted Name] 19 hrs

Do anyone high level disinfect Maloney dilators in the Evotech processor? Are they considered a accessory? How do you process yours?

 1 16 Comments



# A Focus on Facebook



October 21 at 5:05 PM

In the old days, cannulated items like suctions were flushed with deionized or distilled water before sterilization. Is this no longer done? I cannot find this information in the newest (8th edition) iahcsmm manual.

29 Comments



October 21 at 9:46 PM

Can you tell me how your department handles mistakes?? I know we all make them and don't want to be too harsh but also want accountability! Thanks!



33 Comments



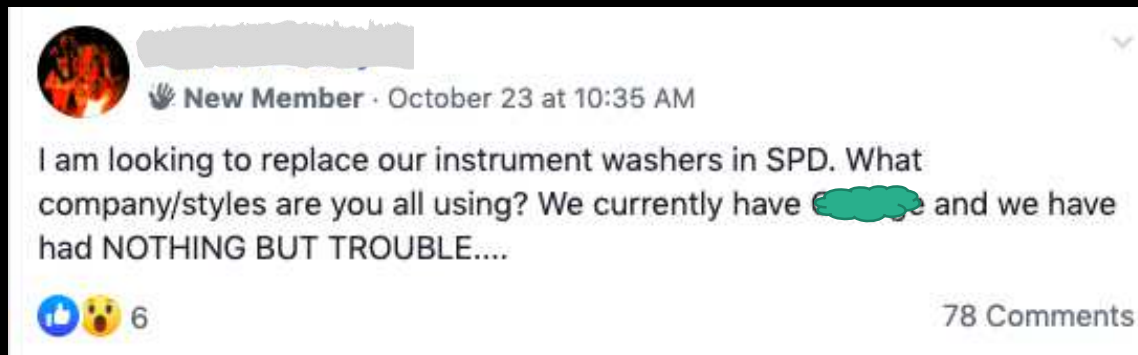
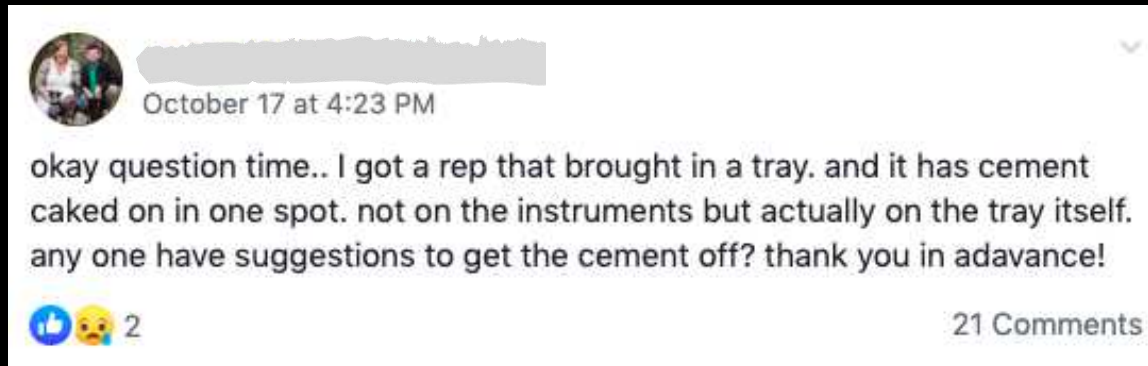
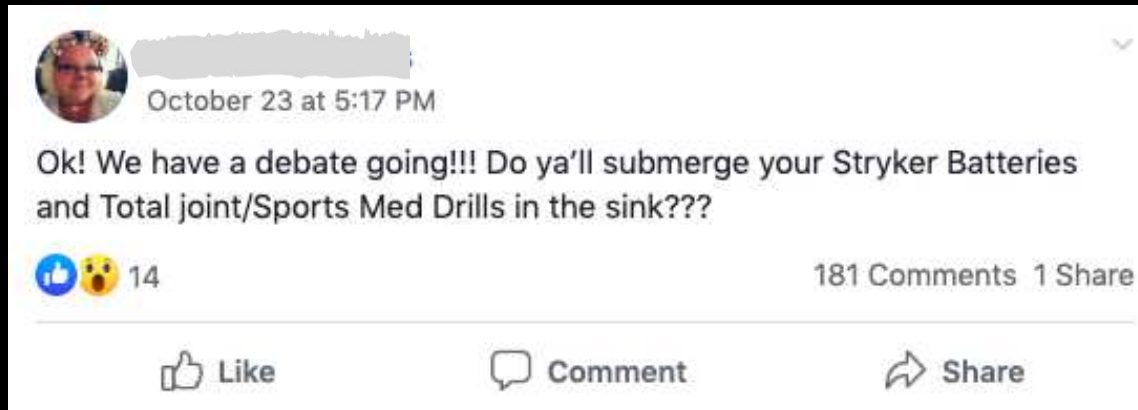
August 21

Can jurgan pin balls be run through the sterrad? The IFU said they should be steamed, either gravity or prevac, but it doesn't say to not sterrad. Just wondering if anyone has any more info. Thank you!



43 Comments

# A Focus on Facebook



# A Focus on Facebook



October 23 at 10:11 AM

Hello everyone... question... I can't find any literature that states if sterilization tape can be used inside of an instrument set. Our facility has recently purchased small sterilization bags to go inside of sets with small items that may get missed. The IFU for these bags says to seal the bag with sterilization tape. Can this tape be used inside of a set? Does anyone have literature for this?



9 Comments 1 Share



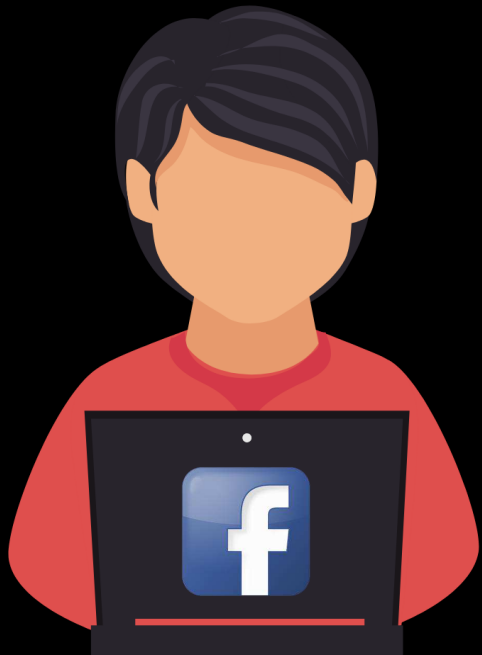
August 27

How do you handle this situation. I saw a coworker soak power equipment ( drills system 8 ) left it before break time. I took it out of water as soon as I noticed it. As soon as he saw that it was taken out he puts it back for soaking. Another coworker soaks the batteries. I said something in the past to them - nobody cares. I don't want to keep saying anything. I'm not their supervisor.



113 Comments 1 Share

# A Focus on Facebook



March 28

Just a question, I know what my gut is telling me but just need to hear from others in the same profession. When processing loaner items such a ent navigation. Do you follow the IFU's or what the sales rep is saying. I am the only certified tech here , no my manager is not certified. So she believes everything they tell her. I get in trouble for saying that the IFU's say to do it this way!!! HELP



17

132 Comments



**Processing Professionals**

March 23, 2018 near Brick Township, NJ · 🌐

Can anyone help me, first time working with stryker remB, i believe these two parts dont get put through the wash but there in nothing stating that in the ifu



22

109 Comments 1 Share



# A Focus on Facebook

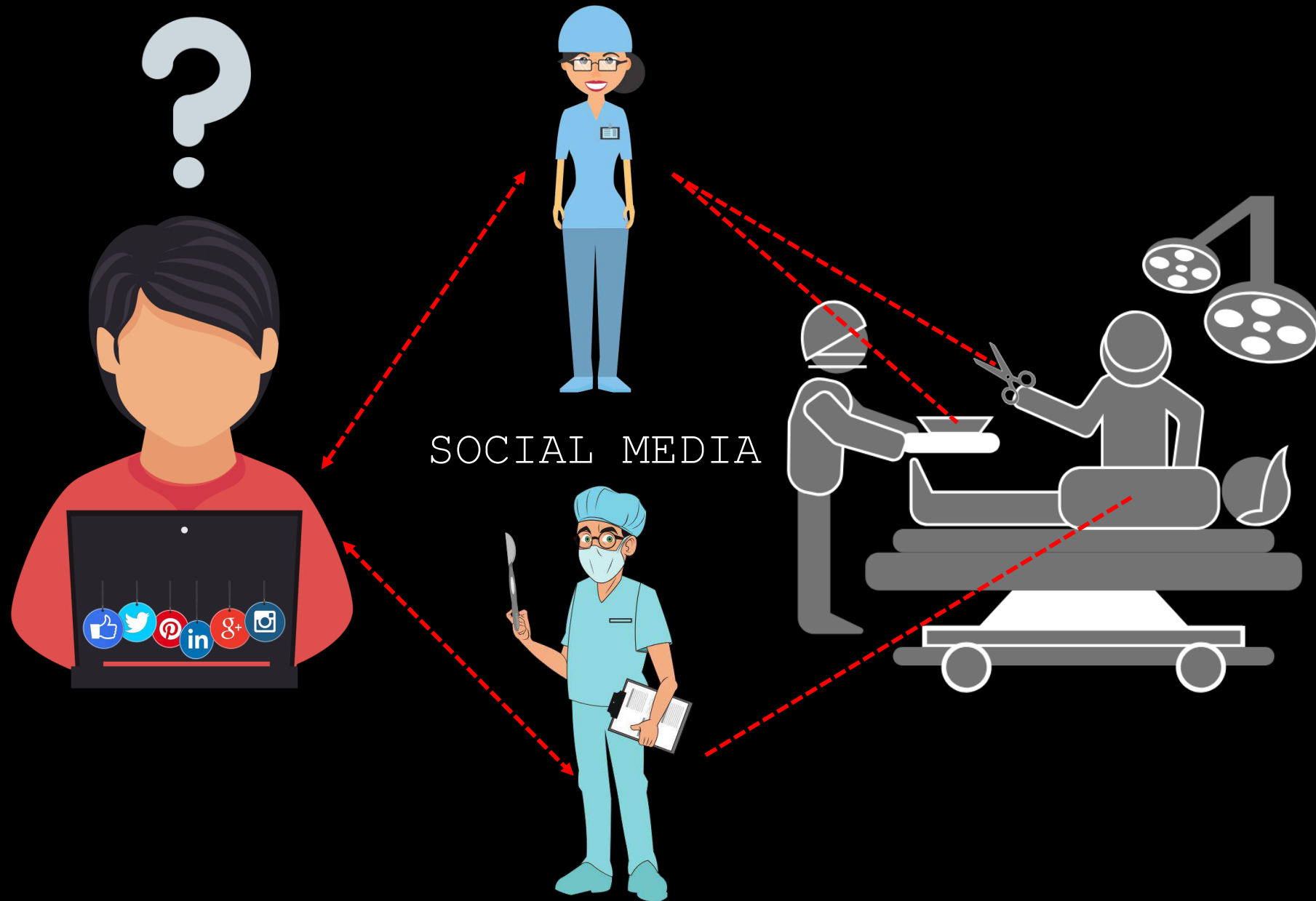




# A Focus on Facebook









Social media is  
the  
democratization  
of information.




How do we win the  
war of ideas on  
behalf of patient  
safety?





facebook 



**Linked** 









SOCIAL

MEDIA



# The Strategy

- Subject matter experts must engage

That means YOU!

- Put an end to the manufacturer myth that “social media = marketing”

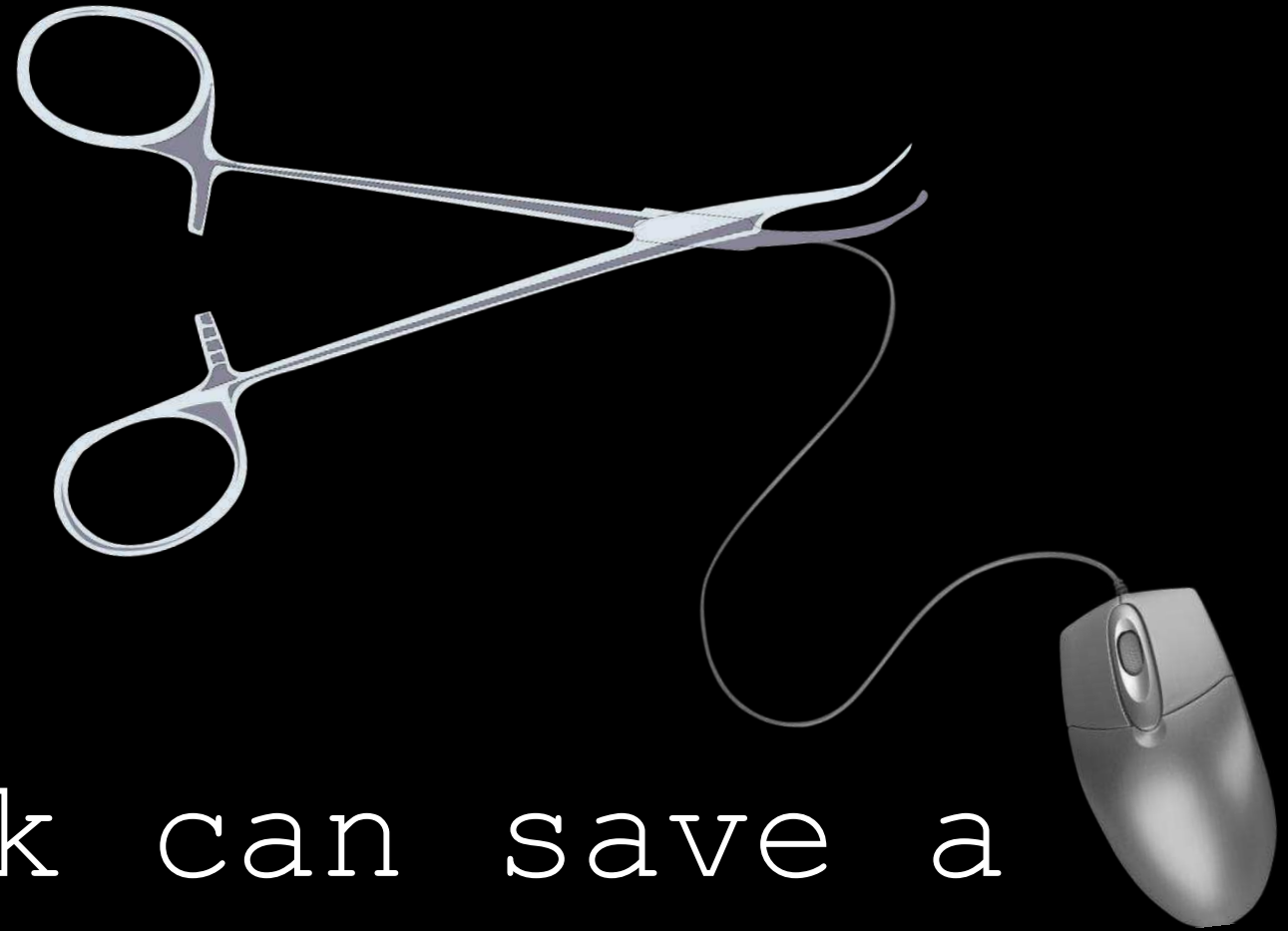
Social media is the mechanism to reach users instantly, constantly, and in an engaging format



- Take responsibility for the



“Not one of us is  
as smart as all  
of us.” – William  
Kouns



One click can save a  
life

# Thank you!

