

BD and Healthcare Professionals

Working Together, Creating a Future

Medical professionals and the vendors who supply them with key products have an awesome responsibility of living up to the expectations of patients who are being served. We all know many, very real medical experiences which are both humbling and uplifting, cases that have challenged even the most experienced professionals. Consider for a moment an experience, *a slice of life*, in which someone you know, or may have known, had a procedure that required some form of regional anesthesia which was critical to their successful outcome.

Perhaps you know someone now who is anxiously awaiting the birth of their first child. It may surprise you to know that expectant moms are increasingly likely to be 40 years old or older. In fact, one of the fastest growing segments of health care in our country is moms having children later in life.¹ Having children later in life almost certainly means that potential parents are looking to their future and that of their unborn child. As such, moms

as well as dads and, for that matter, people in general are expecting to live longer, healthier, happier. We, at Becton, Dickinson and Company (BD) agree!

In a recent Department of Health and Human Services survey,² here is what people feel about their own health.

- Overall, 61% of adults, 16 years of age and over, are in excellent or very good health; 27% are in good health and 12% are in fair or poor health.
- Sixty-three percent of men over age 65 feel their health is in excellent or very good condition, compared with 60% of women.

We, as a society, are stepping toward maturity at an ever increasing rate. With each step, we expect our health care to keep pace with our high standards for living. We

need the medical profession to deliver more than just a longer life. Delivering on these expectations is not without challenge.

You do not have to look very far to find statistics that might cause concern; here are a few of them from the 2007 U.S. Government report on "Aging."³ By 2030, it is expected that:

- There will be 71 million older adults accounting for roughly 20% of the total U.S. population.



- The nation's healthcare spending is projected to increase by 25% due to this demographic shift and increase in population.
- The cost of providing health care will be 3 to 5 times greater than the cost for someone younger than 65. As a result, by 2030, the nation's healthcare spending is projected to increase by 25% due to demographics alone.

As a market-leading supplier of regional anesthesia procedural needles, syringes, and trays, BD is keenly aware that we must prepare to meet these challenges by continually earning the trust that medical professionals and anesthesiologists have in us. As such, patients develop trust in their caregivers' ability to control pain, relieve their procedural anxiety, and initiate the first steps towards recovery and success, even with economy in mind.

How, then, are BD anesthesia products living up to the expectations of anesthesiologists and patients alike?

First, it's through our legacy of leadership and earned trust; BD spinal/epidural anesthesia products are backed by a company history of more than 100 years of developing products that help doctors provide care for their patients. BD is a world leader in the manufacture of other medical products including needles, syringes,

IV catheters, blood collection devices, diagnostic products, and more. BD anesthesia products are some of the most clinically preferred technologies available today.⁴ And with the introduction and development of the BD™ Whitacre Needle, BD pioneered a new product option for reducing post-dural puncture headaches (PDPH) associated with other types of spinal and epidural needles.



Second, BD has made a major commitment to patients' quality of life in the area of pain management and regional anesthesia. Now, BD is the sole provider of its regional anesthesia components in a variety of BD Regional Anesthesia Trays. With this new role, BD is committed to providing regional anesthesia trays with quality components healthcare providers have come to expect. Further, BD is taking steps to be the market leader in maintaining supply and quality standards, critically important service attributes since anesthesiologists cannot wait for supply backorders to clear or replacement products to be found.

Third, BD is continually working on many levels to help you get the most within your budgets today and tomorrow and into the future. For example, on one level our consultants will help you consolidate anesthesia product components and tray usage, potentially saving up to 20% on certain regional anesthesia procedures. On another level, BD is exploring and developing new technologies to satisfy customer and patient needs.

In providing customer-driven solutions, BD consultants are trained to use an exclusive computer program for helping anesthesiologists build regional procedure trays that complement their techniques. This gives anesthesiologists exactly what they need by having their chosen components ready, right at their fingertips. In the end, whether one uses custom or standard trays, BD offers anesthesiologists both clinical and cost benefits.

Consider another hypothetical story: twenty years from now, in facing the prospect of knee surgery, how will a

grandfather from Iowa, or perhaps, even we answer a survey about the quality of health care we will receive? Will the grandfather's procedure be experienced as one of quality and satisfaction, enabling him to get back outside and play with his grandchildren? Further, will it be affordable?

These are questions yet to be answered but knowing we can answer them by planning for the future and working together with medical professionals, like you. Whether it is the experience of birth, at any age, or someone receiving a new knee, many may not know, or even think of, how much is being done for them. It takes an entire team of healthcare professionals, including suppliers, to ensure optimal experiences and clinical outcomes. Our commitment is helping all people live healthy lives. In doing that, we, at BD, take on the responsibility of doing the right thing and doing it well in developing extraordinary healthcare products. And in doing this, we earn your trust as partner and medical supplier.

For the mom in labor, it's an experience that will live forever in her heart. For other patients, it's knowing, too, that they can trust their caregivers to choose the best for them.



For more information about BD Regional Anesthesia Products, contact www.bd.com/anesthesia.



1. National Vital Statistics Reports, Vol. 55, No. 1, September 29, 2006.
2. Summary Health Statistics for U.S. Adults: National Health Interview Survey, 2006. Series 10, Survey No. 235, U.S. Department of Health and Human Services.
3. The State of Aging and Health in America 2007, Centers for Disease Control, U.S. Department of Health and Human Services.
4. Becton, Dickinson and Company data on file, 2006.