

ingenuity™

IEQ Indoor Environmental Quality for Life



10 Reasons Why *Now* is the Time to Implement the Best Available Technology for Microbial Control in Your Healthcare Facility.

1. Patient safety is front page news.

HealthGrades¹, Solucient² and several other organizations are measuring and reporting on healthcare quality and performance. Patient outcomes are in the public eye like never before. Now is the time to take advantage of the latest technology to protect patients and staff – and your institutional reputation.

2. Microbes are getting fiercer.

Hospital-acquired infections are a leading cause of death in the U.S. Traditional methods of prevention and treatment are no longer enough to combat the deadly strains of bacteria that are emerging. Now is the time to implement new technology to bring these threats under control.

3. New construction makes new technologies easier to implement.



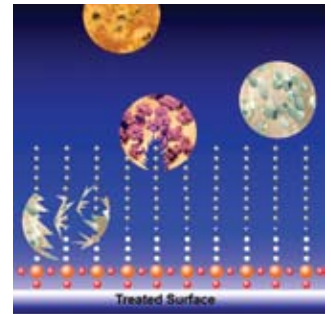
Growing demand and medical advances have produced a building and retrofit boom in healthcare facilities nationwide, creating an ideal opportunity to apply new infection control strategies at the most cost-effective stage of the construction process.

4. Competition for medical staff is intense.

As demand for healthcare increases, nurses, doctors, technicians and administrative staff are more sought after than ever before. Now is the time to enhance your employment value proposition with technologies that provide a measurably safer, more comfortable and more productive work environment.

5. Technology already exists to reduce microbial levels to near zero.

Hand washing, disinfectants and UV lights alone can't do it. But SurfaceAide™ antimicrobial treatments from Ingenuity IEQ can. These durable, long-lasting treatments bond permanently to all interior surfaces and work at the molecular level to destroy microorganisms on contact, reducing human and material exposure to the lowest levels attainable by any commercial technology.



6. A modest investment today can protect your major investments for years.

When compared with the multi-million dollar costs of building, staffing and maintaining safer and healthier healthcare facilities, the additional protection you gain through SurfaceAide™ antimicrobial treatments is an outstanding value. You gain immediate protection as well as long-term improvements in patient safety, increased staff productivity and reduced building maintenance.

7. The science behind SurfaceAide™ treatments has been tested and proven globally for decades.

We have documented data for case after case of hospitals and other facilities that have dramatically reduced hospital-acquired infections, odors, molds and other contaminants through the use of SurfaceAide™ antimicrobial treatments. These include The Arthur G. James Cancer Center Hospital at The Ohio State University and Northwestern Memorial Hospital in Chicago, Illinois. Isn't it time your facility gained this life and loss-saving advantage?



8. Professional application is quick, causes minimal disruption and can start right away.

Full treatment of a given area within your facility can be completed within a single day, with minimal disruption to staff or patient care. Skilled and experienced technicians are available to start treating your priority areas right away.

9. We can treat your facilities for as little as \$1.00 per square foot.

The cost for SurfaceAide™ antimicrobial treatments is a small fraction of most construction budgets, typically between \$1.00 and \$1.50 per room square footage to treat floors, walls and ceilings in a given area. Some clients choose to treat priority areas such as emergency rooms, operating rooms and intensive care units. Areas where the public visits, such as treatment clinics, waiting rooms and patient rooms are also a high priority for our clients.

10. We can start today to develop a treatment plan tailored to your needs.

Whatever your budget or stage of construction or renovation, we can work with you to determine the most cost-effective way to add SurfaceAide™ antimicrobial treatments to your arsenal of weapons against destructive microbes.

Your quest to become a "Hospital of the Future" starts today.

To find out more about Ingenuity IEQ and what we can do to help improve clinical outcomes and competitive advantage for your hospital, call for an appointment today or visit our web site, www.ingenuityieq.com.

When you choose SurfaceAide™ antimicrobial treatments, you're putting one of the best technologies available to work to protect your patients, staff, facilities and reputation. SurfaceAide™ utilizes AEGIS® Microbe Shield Technology, a proven antimicrobial treatment that has been used globally for more than 30 years to protect everything from athletic equipment to hospital linens. And by working with Ingenuity IEQ, exclusive representatives of SurfaceAide™ in Michigan, Ohio and Indiana, you're also gaining the benefit of our more than 20 years' experience in indoor environmental quality.

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An Employee-Owned Company

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SurfaceAide™ is a trademark of CSG. EPA REG. No. 83135-1.

AEGIS® Microbial Shield is a trademark of AEGIS® Environments, inventor of AEGIS® technology.

¹ HealthGrades is the leading healthcare ratings organization, providing ratings and profiles of hospitals, nursing homes and physicians to consumers, corporations, health plans and hospitals. Millions of consumers and hundreds of the nation's largest employers, health plans and hospitals rely on HealthGrades' independent ratings to make healthcare decisions based on the quality of care.

² Solucient is an information products company serving the healthcare industry. Solucient maintains the nation's largest healthcare database, comprised of more than 26 million discharges per year from 2,900 hospitals – representing 77.5 percent of all discharges. Serving a client base of more than 2,900 customers, Solucient provides information resources to more than 2,000 hospitals, as well as to eight of the 10 largest pharmaceutical manufacturers in the United States.