

# CASE STUDY:

## Non-Profit Trade Organization Leveraging the Sustainable Healthcare Movement

### OBJECTIVES

1. This organization wanted to be sure that the inherent environmental benefits of their member companies (single use device reprocessors) was known, as interest in sustainability exploded within the healthcare sector.
2. They wanted to be sure any emerging initiatives and regulations would include single use device reprocessing as an initial solution for reducing emissions, increasing circularity, and improving resilience within health systems.

### SOLUTION

We summarized existing literature to validate the environmental, sustainability, and resilience claims of their member companies. We then shared these data with emerging initiatives, including The White House Health Sector Pledge, the Joint Commission voluntary decarbonization standards, and the CMS TEAM Decarbonization and Resilience Initiative.

### BENEFITS

1. This organization has stayed up-to-date on emerging standards, initiatives, and regulations related to sustainability in the healthcare space in the US and Europe.
2. They have been able to infuse their data-backed sustainability claims into decarbonization guidance from various initiatives and agencies.
3. The data were consolidated into an online tool that the organization's members can share with their potential clients.

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“We needed a research consultant to create a roadmap for us to manage the explosion of interest in all things scientific and clinical related to what we do, so that we are working smart given the limited time and budget we have. Dr. Thiel instinctively understood this and has helped us tremendously to prioritize and deliver results in just the right ways.”



### AT A GLANCE

#### CHALLENGES

- Few healthcare systems knew the inherent environmental benefits of this organization's members
- With so many sustainability initiatives and guidelines emerging, this group didn't know where to focus outreach activities

#### BENEFITS

- Created an online data tool validating the environmental benefits of their member companies.
- Infused of single use device reprocessing as a “low hanging fruit” solution to the many emerging decarbonization initiatives in the healthcare space.



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Dedicated to guiding the health sector  
towards a greener, more resilient future