



FOR IMMEDIATE RELEASE
April 24, 2008

Contact: Edna Davis, Noblis
703-610-1953

Ann Magee, RASMAS
703-610-2490

Noblis Expands RASMAS Product Recall Service to Include Knowledge-Sharing Platform

Falls Church, VA – April 23, 2008 – Noblis, a nonprofit strategy, technology and decision science organization, announced today that its service for managing product alerts has been enhanced with another feature that will promote patient safety. RASMAS now offers the RASMAS Community Portal, an environment in which users of the service can exchange ideas and share experiences relating to medical product recalls and other alerts. Capturing this information will augment the benefits that healthcare subscribers already receive from having a systematic method for receiving, routing, and resolving alerts.

The RASMAS Community Portal provides a hub for tools, news and event registration. The tools section includes sample policies, checklists, and other resources that health organizations can utilize to better streamline their alert processes. Initially populated by information provided by RASMAS experts, this section will grow as subscribers submit their own solutions.

“We have thousands of users from hospitals large and small who log in each day to view and manage product recalls,” says Ann Magee, RN, BSN, RASMAS Community Manager. “Each provides a different perspective and has moved forward along the continuum of recall management process improvement at a different pace. We believe that the experiences of this diverse set of users will provide valuable insights that can be shared among each other to raise the overall level of performance in the management of medical alerts.”

Noblis launched the first interactive component of the RASMAS service as the “RASMAS Teleconference Series.” Subscribers are able to hear the recommendations from Noblis experts first-hand, raise questions, and offer their own solutions. The teleconferences are recorded and then archived in the RASMAS Community Portal so that users can review them at a convenient time. In future teleconferences, subscribers will present and lead the discussion, describing how they have resolved issues related to the use of RASMAS.

“We have been using RASMAS successfully for 18 months, but it was very helpful to hear how others have resolved issues in their implementations,” said Amie Loyer, RASMAS Program Coordinator at Vanderbilt University Medical Center. “The discussions relating to closing out issues in a timely way were particularly useful.” In some cases, learning more about RASMAS gave users confidence that their approach is on track. “It was interesting to hear how other organizations are using the data from the system for reporting, because it matched up with what we are doing,” commented Jessica Burton, OR Inventory Supervisor at Martin Memorial Health Systems. “It helped validate our process.”

Two additional features announced recently will further leverage the collective knowledge of RASMAS subscriber hospitals. “Community Connection” allows RASMAS users the option of joining an online community to communicate directly with other RASMAS users about product alerts or on other pressing issues.



“By Community Request,” another new feature, provides a platform for subscriber hospitals to come together on topics of interest outside of product alerts. These events may involve all levels of healthcare leadership and clinical care delivery. “This broadens the RASMAS Community to every employee at the subscriber hospitals, not just those who manage product recalls,” stated Magee. The hospitals suggest topics of interest and Noblis facilitates the interactive sessions. From there, focus groups can form which allow the hospitals to share information and work collectively as desired.

“The tools that Noblis is putting into place will be a great springboard for things to come,” asserted Beatrice Haupt, Recall and Safety Manager at Inova Health Systems Foundation. “For example, when there is a major recall, we need to know quickly what to do in the interim. We would like to see industry, the FDA, and providers work together to come up with viable alternatives, and having a live, online forum will let us do that.” Katherine Slaughter, Principal Advisor for Clinical Risk Management at University Hospitals Health System, concurs. “This forum would provide a much-needed vehicle for addressing patient safety issues. I am looking forward to participating in these sessions.”

About RASMAS

RASMAS is a web-based recall management service that significantly improves the way hospitals receive, track and manage alerts about, and recalls of medical products. RASMAS enables organizations to respond to recalls with dramatically improved speed— thus lowering administrative costs, mitigating legal exposure and, most importantly, potentially saving lives. For more information please visit <http://rasmus.noblis.org> or call 877-727-6276.

About Noblis

Noblis, Inc. is a nonprofit organization that serves the public interest through application of science, technology, and strategy. Headquartered in Falls Church, Virginia, Noblis employs nearly 800 accomplished scientists, analysts, engineers, researchers, technology specialists, and management experts in offices throughout the United States. For more information about Noblis: noblis.org

###