

THE PATH TO OPERATIONAL EXCELLENCE

INSIDE

- 2 LETTER FROM THE TOP
- 3 ROOM IN A BOX
- 4 THE FAB FOUR



OFFER RESIDENTS ALL THE BEST

... With one-stop MRO products

By Liza Berger

To understand the strength of HD Supply Facilities Maintenance's approach to provide maintenance, repair and operations (MRO), simply consider the cost of a single screw.

Let's say a maintenance technician decides to leave the property to buy a 5-inch screw, poses Cliff Harris, regional vice president of sales for HD Supply.

While a screw retails for 58 cents, the expense increases significantly once you factor in the cost of the technician's hourly rate while shopping, fuel expense, and liability while off-site getting the screw, any related supplies the technician may purchase (such as a screwdriver), and the invoice the facility will have to process for the screw.

Suddenly, that minor piece of equipment has ballooned into a \$60 to \$90 investment. These fragmented costs add up to significant operating inefficiencies.

That's where HD Supply comes into play. Founded in 1974 and now one of the largest industrial distributors in North America, it can deliver the screw, in most cases, the next day, with free freight.

This logistics capability enables the maintenance technician to focus on his primary responsibility of repairs, maintenance and work order management — and ultimately provides a more operationally disciplined and efficient experience to the customer.

"Our value is building operational efficiency and discipline across what has traditionally been a highly fragmented category and assortment of products," Harris states.

See Products, continued on page 2

THE PATH TO OPERATIONAL EXCELLENCE



A LETTER FROM THE VP

HD Supply is honored to be a provider to the senior living industry. Our customers don't just administer a service; they've been entrusted with our country's most precious asset: our senior family members. And whether it's between staff and a resident or a community and its suppliers, trust is the foundation of every relationship — which is exactly why we've built our company upon it.

With our dedication to being **Easy, Accurate and Helpful**, HD Supply has become the trusted partner our healthcare customers depend on. Our Room In A Box turnkey property improvement program, solution-oriented website and mobile app, industry-leading catalogs and more than 1,000 expert product advisors help ensure the success of our customers.

We've built trusted, long-term relationships with thousands of suppliers across the Environmental Services, Life Safety, Resident Care, Property Improvement, and Memory Care segments to provide a broad assortment of diverse products.

You help your residents live rich and full lives. We're here to help you — Trust us.

STEPHEN LEE

Vice President of
Healthcare Vertical

PRODUCTS

Continued from page 1

This operational efficiency and discipline occurs because of a robust supply-chain network across the United States: 37,000 healthcare SKUs across 18 different categories, including everything from kitchen and bath cabinets to lighting, HVAC, plumbing, hardware, safety and signage.

These products are available in 44 distribution centers, which occupy 8 million square feet of warehouse space, and are delivered to customers the next day (on most orders to most areas) with free freight.

"When you consider the operational value of our distribution model across the MRO category, we have the ability to take a rich depth and assortment of our inventory, and bring it to our customers on-site and on time, enabling our customer to keep maintenance staff on task and on site," Harris says.

Standardization is key

One big advantage the company offers senior living communities is standardization.



HD Supply's goal is "to give you what you need, when you need it, where you need it in an efficient manner," healthcare VP Stephen Lee says.

That means an organization — whether it's a stand-alone facility or a multi-facility chain — will have the same products and brand consistency across its portfolio. This enables economies of scale, a consistent brand look and management of sustainability initiatives pertaining to energy and water conservation.

To conquer the problem of fragmentation, which occurs when companies tackle changes on a room-by-room basis when residents vacate, HD Supply will use the customer's property tier model.

HD Supply can then provide recommendations on what kinds of products would ideally suit that particular facility.

"We help communities gain access to the parts and supplies, as well as the technical knowledge they need to keep everything running smoothly," offers Stephen Lee, vice president of Healthcare Vertical for HD Supply.

"If there's a recall of a product, we notify the customer. This is a capability which is lost when purchasing is fragmented and inconsistent." ■

PRODUCT MONITORING

To research and provide information on numerous products and product categories, HD Supply employs more than 100 project consultants who work with clients to budget and plan purchases.

"It is functional, technical information about product categories and different environments in a facility, and guidance in purchasing products so you can do it right the first time," says Stephen Lee, VP of Healthcare Vertical for HD Supply.

Yet another benefit of joining forces with a company like HD Supply is the relationship that results. If a facility buys a product that has a recall or service notice, HD Supply can step in to replace the product. "We can notify you of any recalls on what you bought," Lee says. "In addition to making processes tighter, we reduce the risk and liability

of a product that might fail, in a way you likely never could do on your own."

Such expertise can pay off big time in areas such as safety and compliance. As an example, Perry Glenn, director of affordable housing for Retirement Housing Foundation, is grateful for HD Supply for its StoveTop FireStops®. These devices, which are placed under vent hoods on stoves, discharge when there are undesired flames in the kitchen. They can stop grease fires from escalating and prevent the need for fire sprinklers to go off.

They are now in nearly in all of the Foundation's 15,000 units across the country.

"HD Supply does a wonderful job providing supplies, materials and products that keep residents safe and protect a building's assets," Glenn says.

TAKING STOCK

The Room in a Box program makes it easier than ever to prep a room for your next resident. Best of all, you're able to control every detail.

By Liza Berger

It's not exactly easy or fast to prepare a living space when a resident vacates. HD Supply's Room in a Box program, however, helps make the transition as seamless as possible.

The normal challenges that a facility experiences when a resident leaves — inspecting a room; replacing kitchen cabinets, faucets, sinks and toilets; staying within budget; maintaining a consistent look — are part of the Room in a Box program.

An operator “selects every product category they need to replace or upgrade, and we can supply that on a next-day model,” explains Cliff Harris, regional vice president of sales for HD Supply.

“That way, the maintenance person on site doesn't have to go out to a retail outlet to purchase anything for a particular unit being remodeled.”

Planning ahead

A customer, be it a single facility or a chain of 40, sits with a representative from HD Supply and figures out the suite of products that they will likely need in the near future — from appliances to fixtures and everything else in between.

Then, HD Supply places the customer's chosen products in a custom catalog and distributes it to the maintenance staff. The maintenance person is instructed that any time there is a need for that product, he or she should consult the catalog.

“Room in a Box is a program designed to put the best prod-



Providers can't underestimate the importance of a consistent look and brand standard across units, especially in today's competitive marketplace. Turning bathrooms in a timely manner in particular is an HD Supply specialty.

ucts at a good cost into all your facilities,” says Nick Shishkov, manager of national accounts for HD Supply. “It also helps you develop a standard and build your brand.”

Besides HD Supply's product assortment and expertise, it offers what many long-term care facilities cannot on their own: perfectly timed deliveries. Harris offers the example of a customer in Atlanta who was renovating a series of rooms. The day the facility was tearing the rooms apart, HD Supply's sales consultant and national account manager were on-site to meet the general contractor and greet

the products as they were being delivered. Often, the general contractor has to rent a container to hold the products until they are ready to be installed. There's no such need with a logistics expert like HD Supply.

Expertise in bathrooms

For facilities that are interested in the standardization concept on a smaller scale, HD Supply offers a Bathroom Standards Program.

It is essentially the Room in a Box program, but specific to bathrooms — “from lighting fixtures, grab bars and bath hardware to the toilet paper holder, sink, faucet and vanity,” Harris

points out.

And given the importance of the bathroom, from both the health and safety points of view, the Bathroom Standards Program makes a lot of sense.

HD Supply pays close attention to issues such as water conservation, scalding protection in the shower and locks on doors that can be pushed for easy release.

“We want to make sure our customers are getting high-quality products, but our number one concern is safety,” Shishkov says.

“Because if you work in senior living, you've got to care about people.” ■

4 THE PATH TO OPERATIONAL EXCELLENCE

THE FAB 4

HD Supply's product consultants know their stuff, and want to share it

By Liza Berger

A gerontology expert

It might be said that Johanna Hurlock couldn't have prepared better for her role as a product consultant for HD Supply.

After working 12 years in construction management, she earned a master's degree in gerontology. She has merged these two passions in her current position, in which she specializes in property improvement and memory care.

"I support and consult with the property improvement team so we can modernize and upgrade senior-care facilities, helping our customers to stay competitive and offer the best life for their residents," she says.

And Hurlock is one of many HD Supply product consultants loaded with experience in this field.

Daniel Wicker, who focuses on life safety, has worked in his area of expertise at several healthcare organizations; Brian Eichel, environmental product consultant, had designed programs for 300 facilities before joining HD Supply; and Nick Haralambis, a specialist in resident care, has a nursing background.

All four speak intimately of their subject matter. For example, Hurlock encourages her clients to invest in products so residents can age in place. If she is advising independent-living clients, she might recommend they place backing in a shower just in case a grab bar would eventually need to be installed.

"Operators want to keep people in their spaces, if pos-

sible, because moving around is stressful," she explains.

Specific memory-care suggestions might involve using lighting strategies to help people with dementia see better and reduce their anxiety, she notes.

Rescue veteran

Wicker is a former paramedic/firefighter with more than 25 years of experience in life safety.

"My position ensures that we are informed of the latest regulation changes, and our merchandising team has the most up-to-date information so when customers are selecting products, they are properly informed," explains Wicker.

"Then I make sure the sales people have the tools and the correct words to describe each item so the end users know they are getting the best products to meet their needs."

He represents HD Supply on many safety committees and regulatory bodies, including the American Health Care Association Life Safety Committee.

One of his accomplishments at HD Supply has been designing a healthcare signage self-assessment form to help customers prepare for surveys and reduce risks. The form offers regulations and simple signage solutions.

"The HD Supply product consultant role is unique," he explains. "A customer may have an accident with an employee and they don't have the expertise to mitigate it quickly. At HD Supply, we provide expertise that is better than what most organizations can offer."



HD Supply's Fabulous Four product consultants: (top row, l-r) Johanna Hurlock, Daniel Wicker; (bottom, l-r) Nick Haralambis, Brian Eichel.

Environmental guru

Brian Eichel has played a huge role in ushering in HD Supply's emphasis on long-term care expertise. He joined the company in 2011 as the first product consultant specializing in environmental services.

At that time, he readily admits that the product offerings were not necessarily suited for long-term care, and the company was working to better connect on a clinical level to its senior-care customers.

"But now we have everything," says Eichel, referring to his employer's environmental services product base for long-term care. "We have a full product offering of everything that is environmental."

A nurse who understands

Nick Haralambis, product manager for healthcare and a former wound care nurse, is in charge of all clinically based products for the resident room.

"What I'm responsible for is not only bringing in new products and educating our staff on those products, but also being a resource for all of our customers," he says.

"Not only does HD Supply provide products and services, we also provide staff education."

He cites one example of education: When a senior care facility had repeat resident falls, he toured its facilities and helped to educate staff about what causes falls, such as faulty equipment, medications and other issues. "We helped them look at all the different aspects," he says.

There are a lot of facilities where residents are suffering, and they need a different perspective.

Which is exactly where HD Supply's experts make the most difference.

As Haralambis says, "We help the customer — not only with their bottom line, but also with providing better care." ■