

Special Message:

Selling Hospital Laundries

The problems involved in getting sanitized hospital linens from the hospital's laundry are similar to those in nursing homes with one big difference; hospitals don't wash patient's personal clothing. But the definitions of sanitized laundered goods are still the same, and the challenges of getting there are the same.

Larger hospitals will have laundries with adequate heat, and have no problems getting to the point of linen sanitization. Mid to small sized hospitals however, will have setups similar to the typical nursing home: Machines 100 lbs. and under, dryers, no flatwork iron, and folding tables with open storage.

So the big difference here is how you approach the sale, and the terminology. For now though, let's forget the large hospital, and focus on the mid to small sized institution.

You certainly won't call on the Administrator here. Instead you'll want to call on the Director of Environmental Services.¹ This individual will often be degreed – he or she's attended all the classes and seminars you'd ever want to hear about, and already knows more about sanitation and control of bacterial infections than you probably ever will.

So your approach will be different. You're not the expert here; you are instead the advisor, or the bringer of important news about something new in the industry.

But something you can count on (and this works well for you) is that this individual has probably never seen anything like Integra and will be pleasantly surprised by the capabilities of LAUNDRY-SAN. Directors are acutely aware of MRSA, and antibiotic resistance in general – this is a big problem in hospitals, and a hot subject on the “seminar circuit.”

So you've got a ready-made audience in hospitals.

Be prepared though, the Director will be a tougher sale, and hospitals are bureaucratic. The plus side of this is that with determination, you can make a sale, and when you do, the numbers are good. General hospitals use 24 pounds of linen per patient day - this large usage makes even “small” hospitals excellent accounts.

So get your share of this business while you've got LAUNDRY-SAN in your holster, and your competitor's got nothing!

Good Selling,

John White

First gets the business, second gets the leftovers, third gets thrown out - which one are you?

¹ The reason you don't call on the laundry manager is that, in most cases, the laundry manager will report to the Director of Environmental Services anyway.