



# BEYOND CLEAN

## WHO WE ARE

WE ARE BEYOND CLEAN, A NEXT GENERATION STERILE PROCESSING EDUCATION & CONSULTING FIRM WITH A COMMITMENT TO BEING THE CENTRAL NEXUS FOR THE PEOPLE, PROCESSES, AND PRODUCTS THAT ARE PUSHING THE STERILE PROCESSING INDUSTRY FORWARD. WITH A COMBINED 90 YEARS OF HEALTHCARE EXPERIENCE AS RNS, INFECTION CONTROL PRACTITIONERS, STERILE PROCESSING LEADERS, AND SURGICAL INSTRUMENT REPAIR EXPERTS, THE TEAM AT BEYOND CLEAN BRINGS CUTTING-EDGE INSIGHT AND EXPERTISE TO OUR PARTNERS. WE ARE INTERNATIONALLY CERTIFIED STERILE PROCESSING SUBJECT MATTER EXPERTS AND CLINICAL INNOVATORS WITH A PASSION TO #FIGHTDIRTY.

## PARTNER WITH US

- Educational Seminar Sponsorship
- Clinical Education Consulting Services
- Beyond the Tour Video Feature
- Vendor Spotlight Podcast Episode Feature
- Beyond Clean Monthly Media Sponsorship
- Live Myth-Busting Event Sponsorship
- Banner Advertisements
- Beyond Clean Expert Series
- Article Sponsorship

## HEALTHCARE CONSULTING SERVICES

- On-site Consulting Services
- Virtual Consulting & Mentorship
- Clinical Education
- Interim Management/Staffing
- And more...

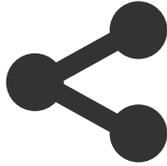
## SOCIAL MEDIA & SOCIAL BRANDING CONSULTING SERVICES

- Social Branding & Content Strategy
- Collaborative Content Cultivation

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“WE SPECIALIZE IN CREATIVELY SOLVING ONE OF SAFE SURGERY’S BIGGEST CHALLENGES — HARDWIRING STERILE PROCESSING EXCELLENCE ACROSS THE CONTINUUM OF PATIENT CARE.

MONTHLY BEYOND CLEAN  
SOCIAL MEDIA REACH



230,000+

GEOGRAPHIC DOWNLOADS  
BY COUNTRY



135+

CE CERTIFICATES DISTRIBUTED  
TO PODCAST LISTENERS

13,775+

BEYOND CLEAN E-MAIL DATABASE

44,000+

BEYOND CLEAN AUDIENCE WHO HOLDS  
A TITLE OF 'MANAGER' OR ABOVE

70%

SOCIAL MEDIA FOLLOWERS ACROSS ALL  
BEYOND CLEAN PAGES

11,000+

## TESTIMONIALS

MEDLINE IS VERY PLEASED WITH THE INSIGHT, PERSPECTIVE, AND EDUCATION PROVIDED BY BEYOND CLEAN. WE ARE VERY EXCITED TO HAVE THEM AS A VALUABLE BUSINESS PARTNER TO HELP BETTER PREPARE OUR SALES AND MARKETING TEAM TO MEET THE NEEDS OF OUR CUSTOMERS. THE EVOLVING COST, LABOR, REGULATORY, PROVIDER, AND PATIENT SAFETY ISSUES ARE FORCING OUR CUSTOMERS & MEDLINE TO ADAPT AND SEEK SOLUTIONS BEYOND TRADITIONAL METHODS. OUR COLLABORATION WITH BOTH NEW & CURRENT CUSTOMERS HAS SHOWN RESULTS WITH NEW AREAS OF REVENUE STREAMS & FASTER GROWTH RATES. WE ARE EXPECTING TO GROW OUR RELATIONSHIP WITH BEYOND CLEAN TO MEET OUR FUTURE CUSTOMER AND INTERNAL NEEDS.

CHRISTIAN ARNOLD, VP OF SALES, CENTURION MEDICAL PRODUCTS DIVISION OF MEDLINE, DAVID MOYER, MARKET SALES DIRECTOR, CENTURION MEDICAL PRODUCTS DIVISION OF MEDLINE

THE BEYOND CLEAN TEAM ARE ABLE TO BREAK DOWN AND DEEP DIVE INTO THE COMPLEX, MULTI-DIMENSIONAL ARENA THAT IS THE STERILE PROCESSING INDUSTRY. THEY ARE SHINING AN IMPORTANT SPOTLIGHT ON A VITAL COMPONENT OF THE HEALTHCARE INDUSTRY THAT HAS REMAINED HIDDEN, AND THEY ARE DOING IT RIGHT. THEIR PASSION COMES THROUGH IN EACH EPISODE MAKING IT A PLEASURE TO JOIN THEM IN DISCUSSION AND EVEN MORE SO TO BECOME AN AVID LISTENER.

BRIAN REED, CEO & CO-FOUNDER OF ASCENDCO HEALTH

FINDING A PARTNERSHIP OPPORTUNITY THAT MATCHED OUR BUDGET AND OUR GOALS WAS EASY WITH THE WIDE RANGE AVAILABLE THROUGH BEYOND CLEAN MEDIA. THE TEAM EASILY PROVIDED THE SPECIAL ASSISTANCE NEEDED FOR FIRST TIMERS LIKE OURSELVES WHO HAD NEVER PARTICIPATED IN A PODCAST PRODUCTION BEFORE. THEIR MODERN APPROACH TO PROGRESSING THE INDUSTRY VIA RELEVANT MEDIA IS SECOND TO NONE AND WE PLAN TO WORK WITH THEM AGAIN IN THE FUTURE.

MARCUS SUPER, DIRECTOR OF MARKETING AND SALES, AARON LIEBERMAN, GROUP PRODUCT MANAGER, AND LAUREN HEFTY, MARKETING COMMUNICATIONS MANAGER AT SUMMIT MEDICAL, AN INNOVIA MEDICAL COMPANY

## JOIN THE BEYOND CLEAN REVOLUTION

INFO@BEYONDCLEAN.NET





**HANK BALCH,  
FOUNDER &  
PRESIDENT**



**JUSTIN POULIN,  
FOUNDER &  
CHIEF EXECUTIVE OFFICER**



**MICHAEL MATTHEWS,  
VICE PRESIDENT ANALYTICS &  
RESOURCE DEVELOPMENT**



**LINDSAY BROWN,  
VICE PRESIDENT SALES &  
MARKETING**



**BOB MARRS,  
VICE PRESIDENT  
ORGANIZATION DEVELOPMENT**



**PETER NICHOL,  
CHIEF MEDICAL OFFICER**

## BEYOND CLEAN PODCAST

EVEN THOUGH THEIR TOOLS AND EQUIPMENT TOUCH NEARLY EVERY SURGICAL PATIENT IN THE WORLD, HOW MUCH DO YOU REALLY KNOW ABOUT THE PEOPLE, PROCESSES, AND PRODUCTS USED IN THE STERILE PROCESSING INDUSTRY?

THE BEYOND CLEAN PODCAST OFFERS A CREATIVE LOOK INTO THE INNER WORKINGS OF A HEALTHCARE INDUSTRY SURROUNDED BY CHALLENGES, DISRUPTED BY CHANGE, AND COMMITTED TO GETTING IT RIGHT -- EVERY INSTRUMENT, EVERY TIME. THE TEAM AT BEYOND CLEAN WILL BRING ON SOME OF THE BIGGEST NAMES IN SURGICAL INSTRUMENT REPROCESSING AND PROVIDE COMMENTARY ON THE BIGGEST ISSUES FACING STERILE PROCESSING PROFESSIONALS, FACILITIES, ADMINISTRATORS, MANUFACTURERS, AND VENDORS.

JOIN US EVERY WEEK AS WE EXPLORE THE HIDDEN WORLD OF ONE OF THE MOST IMPORTANT ASPECTS OF SAFE SURGICAL CARE.

