



Institutional Reuse: Lessons Learned From Implementing Reuse at Hospitals

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October 2010



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Agenda

- Case Study: Washington County “Clean Out”
- Reuse Decision Factors
- Planning for Success
- Overcoming Objections to Reuse
- Additional Success Strategies
- Q & A

Case Study: Washington County

- What: Warehouse Clean-out/Green-out
- Where: Hagerstown, MD
- When: Fall 2009
- Why: Moving a 40,000 square foot warehouse. Building a 500,000 square foot, all private 300-bed hospital
- Partner Selection Process:
 - Waste Management & Habitat for Humanity
- Motivating Factors
- Getting Support



Case Study: Washington County



ReStores are outlets that accept donated goods for resale. Donated goods are sold to the general public at a fraction of the retail price. Donate or shop at a ReStore today!

"I couldn't believe some of the items they took. Items that looked like junk to us, were welcomed by Habitat."



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Case Study: Washington County

The Warehouse Results:

- Expected to generate approx 12 tons of waste, instead no additional waste.
- 9 truckloads of material donated to HfH ReStore
- Anticipated value of materials between \$10-15K.
- \$10-15K is approx ¼ of the money it takes to build a house in the community the hospital is located in, where they have projects underway
- Cleared 12,000 sq ft of warehouse space
- Local NBC affiliate covered story providing PR benefit
- Customer cost savings approx \$2,000



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Case Study: Washington County

The Hospital Results:

- Beds
- Metals
- Toilets
- Kitchen equipment
- Various metal products
- 60,000 pounds of shredded paper
- Furniture
- Office supplies
- File cabinets
- Catalogs, phone books, binders, binders, binders!



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Case Study: Washington County

What worked & what didn't work:

- Tagging System Reuse internally, donate, recycle
- Communication Often & with increased frequency and urgency as event drew closer, clear and concise instructions
- Recipient Truck loading took longer than expected
Wanted “junk” no one expected
- Green Team Very engaged; volunteers able to help
- Trash Guard Had to “dumpster dive” to get some freon-loaded equip. out of dumpster. Equipment had no value but couldn't be thrown out “as is” – liability concerns
- Media attention NBC Local Affiliate Coverage
- Starting Small Warehouse first, then hospital
- Swap Shop Binders as far as the eye could see



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Reuse Decision Factors

- Cost of Disposal?
- Commitment to Sustainability?
- Timing for Donation vs Disposal?
- Storage space?
- Awareness of Reuse Options?

Bottom line: How can reuse organizations make it easier than disposal?

Reuse Decision Factors

Factors to consider when donating:

- If it is painted, how old is the item? Might there be lead paint?
- If it is energy inefficient? (e.g. a 15 yr old refrigerator, is it be better to recycle it & take it out of use?)
- How close to expiration dates are the items? If they can't be used here, is it equitable to send overseas?
- How do you assure quality/warranty items? Or make sure recipients realize it is "as is" condition?



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Reuse Decision Factors

Anticipate objections and be prepared to overcome them: be prepared with Good Samaritan Law and help Sponsor build case for internal approvals.

Other Considerations:

- Internal permission/authorization?
- Liability waiver required? Insurance? Supplied by Legal?
- Transporter?
- Is there any sensitive info that needs to be swiped (computers)?
- Procurement & asset management internal requirements & external regulations



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Planning for Success

- Identify appropriate “Champion” or “Sponsor”
 - EVS Director?
 - Sustainability Coordinator?
 - Procurement Director?
 - External Waste or Green Consultant?



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Planning for Success

- Communicate Clear Partnership Vision
 - Indicate capabilities including:
 - Clear list of acceptable donations
 - Transportation capabilities
 - Staff/Volunteer schedules/availability
 - Timing required to coordinate
 - Insurance/Liability coverage
 - Provide list of possible obstacles and how to overcome them
 - Document the “business case”



Planning for Success

- Be Proactive
 - Approach institute about planning an event:
 - Earth Day
 - Students moving in/out
 - Construction/Renovation project
 - Start by Focusing on One Item (from Employees) to Demonstrate Capabilities, then Develop Long-Term Relationship
 - Employee clothing drive
 - Book donations
 - Food drive



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Overcoming Objections



Hospital has been “rebranded” as part of a new ownership model. All uniforms/scrubs will have the hospital's name on them. There are hundreds of old uniforms that have the old identity on them.

What concerns might a hospital have with donating these items for reuse? How might a reuse organization overcome them?

Overcoming Objections

The Executive Board Room was just redecorated, including fresh coats of paint. There are several gallons of unused paint left over.

What objections might an organization have to donating for reuse?

How might objections be overcome?



Additional Success Strategies

Reuse Partner helps Institution Sponsor with:

1. Incorporating Reuse into Overall Green Initiative
2. Partnering to Plan a reuse event, like Quarterly Clearing
3. Communicating Waste Costs Clearly and Concisely
4. Encouraging Making Waste Minimization Everyone's Job
5. Fostering Partnering with Procurement for Proactive Strategies



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Additional Success Strategies

Success Breeds Success

- Report Metrics on the first few successes – it will encourage more reuse
 - Cost savings
 - Receiving organization benefits
 - Lbs/tons of waste avoided
 - Carbon footprint
- Capitalize on opportunities for positive PR
- Start small, then expand
- Pick one area, build success then expand



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Summary

Institutional Reuse Requires:

- Advance Planning
- Business Case
- Transportation
- Liability Concerns
- Communications & Coordination
- Quantification and Success Stories!



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