



A Brady Business  BRADY

Where positive identification
meets safe, efficient patient care.

The New PDC Healthcare

A new brand vision
built on a tradition of
service, quality, and
innovation.

PDC Healthcare is the result of the merger of two industry leaders and pioneers in Healthcare: Precision Dynamics Corporation (PDC) and The St. John Companies.

Our organization is now part of Brady Corporation, a global leader in the identification of people, products, and premises. The alliance will enable us to provide even greater resources, products, and services to our customers.

PDC Healthcare has been a trusted partner to healthcare organizations for over 55 years, providing superior identification solutions for the safe and efficient management of patients.

While our company has rebranded and revamped our visual identity, our founding principles of superior service, quality, and innovation remain stronger than ever!

Defining What PDC Healthcare Stands For

Healthcare providers continue to face unprecedented pressures to increase the quality of care while reducing costs. PDC Healthcare's positive identification and patient safety solutions help providers to improve the safety and care of patients at critical points in the delivery of care to improve clinical outcomes and enhance the overall patient experience.

Our solutions also help organizations to improve operational efficiencies and financial performance, while maintaining compliance with important patient safety regulations.

This brochure helps define what PDC Healthcare stands for...



PDC Healthcare.

Where positive identification meets safe, efficient patient care.

PDC Healthcare's business is built on six 'pillars' that are the cornerstones of our Company. They make us the most valuable strategic supplier to our customers, while differentiating us from competitors.

- Innovation
- Credibility
- Focus
- Service
- Quality
- Accessibility

Innovation

PDC Healthcare customers have access to the world's most innovative products in Healthcare, including the first one-piece patient wristband, first bar code wristband, and first RFID Smart Band.® We remain at the forefront of technology, providing advanced solutions that address our customers' unique clinical and operational needs.

Credibility

Trust is built on credibility and reliability. With over five decades of experience and expertise, PDC Healthcare has a proven track record as the trusted partner in patient identification. The top-rated, safest hospitals choose our products.*

Focus

We are a healthcare-focused company that is passionate about patient safety. Our long-standing expertise and focus in this area has enabled us to provide the most extensive selection of patient identification and specialty labeling solutions in Healthcare with expert guidance from seasoned specialists.

Service

We're passionate about solving your challenges—and not stopping until we do. Our customer service, sales, and technical support teams are highly consultative, responsive, and solutions-focused. In addition, our subject matter experts can assist in a broad array of services, including the development of products that are tailored to your unique applications and streamlining your supply chain through our ValuePlus™ Standardization Service.

Quality

Trust is also built on superior quality. PDC Healthcare products are designed, constructed, and tested to the highest quality standards. We strive to deliver the best in-class products and services on time, every time.

Accessibility

Through multiple ordering options, PDC Healthcare is fully accessible to our clients and always open for business. Whether it's by web, EDI, phone, or fax, we cater to our customers' exact needs. Clients also have access to our extensive network of national and regional distributors. Plus, our alliances with all Group Purchasing Organizations ensure you derive economic value from our offerings.

*Based on U.S. News & World Report "Best Hospitals 2012-13 Honor Roll," all hospitals honored use products from PDC.



More product choices than any other company.

PDC Healthcare provides the highest quality and most comprehensive selection of wristbands, labels, medical records and imaging products in Healthcare.

Wristbands

Bar Code Wristbands
Blood Bands
Color Code Alert Bands & Clasps
Custom Wristbands
Imprinter Wristbands
Insert Wristbands
Labor & Delivery Wristbands
Laser Wristbands
Pediatric Wristbands
RFID Wristbands
Shield Wristbands
Short Stay Wristbands
Thermal Wristbands
Write-on Wristbands
...and more

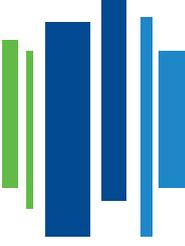
Labels

Allergy Labels
Anesthesia Medication Labels & Tape
Blood Labels
Chart Labels
Color Code Labels
Custom Labels
Flags & Tags
Mailing Labels
Skin Markers
Sterile Labels
System Labels
Test Tube Labels
Visitor Passes
X-Ray Date Labels
Year Labels
...and more

Medical Records, Imaging, and Other Healthcare Products

Armboards
Body ID & Containment
Cassette Covers
C-Arm Drapes
Chart Dividers & Filing Supplies
Digital Media Solutions
Labor & Delivery Products
Mammography and Radiology
Skin Markers and other Products
Medical Imaging Supplies
Medical Records & Image Filing
Orthopedic Supplies
Patient Belongings Bags
Upper Extremities Products
X-Ray Cassette Covers
X-Ray Filing Supplies
...and more



 **pdc**[®]
Healthcare

A Brady Business  **BRADY**



Identification solutions that support you.

You can't deliver patient care safely and effectively without a system in place that provides accurate and timely identification.

Positive identification affects virtually every aspect of clinical care: the patient experience, the efficiency and accuracy of the care process, and the satisfaction of nurses, physicians, and staff.

These outcomes can all be tied back to one thing: the critical certainty of your identification solution.

PDC Healthcare wristband, labeling, and other healthcare products reach every touch point in the deliver of care—from admissions to discharge.

We continue to innovate with new solutions for all major areas of Healthcare, including:

- Patient Identification Management
- Patient Safety & Privacy Management
- Electronic Health Record (EHR)
- Bar Code Point-of-Care
- Electronic Medication Administration Record (eMAR)
- Blood Administration
- Specimen Collection & Management
- Computerized Physician Order Entry (CPOE)
- Revenue Cycle Management
- Patient Alert Standardization
- Visitor & Vendor Management
- Patient Flow Management
- Automated Management of Medication Guides
- Inventory Supply Management

Innovation and Expertise

PDC Healthcare pioneers products that facilitate the systematic prevention of medical errors. Our list of 'product firsts' is unparalleled—innovative technologies that continue to shape and move patient identification forward:

- First single-piece patient wristband
- First imprinter wristband
- First colored labeling (Time® Tape)
- First bar code wristband
- First wristband for newborns and family members (SnugFit®)
- First thermal printer wristband (ScanBand®)
- First Smart Band® RFID wristband system
- First DuraPrint® non-overlay laser printable ID system
- First Conf-ID-ent™ In-a-Snap® alert clasps



Solutions that help hospitals achieve best practices for patient safety and regulatory compliance.

With as many as one million people injured from errors during hospital treatment each year*, patient safety continues to be among the healthcare industry's top priorities. PDC Healthcare's positive identification solutions provide the foundation for patient safety, helping healthcare institutions to protect patients, maintain regulatory compliance, and reduce risk.

PDC Healthcare products meet The Joint Commission's Patient Safety Guidelines (below), HIPAA requirements for protection of patient privacy, and AHA guidelines to reduce the risk of lost or transferred data.

- Identify Patients Correctly
- Use Medicines Safely
- Prevent Infection
- Identify Patient Safety Risks
- Prevent Mistakes In Surgery
- Improve Staff Communication

Service You Can Count On... Easy Ordering Options

Over 5,500 U.S. hospitals and 10,000 clinics, surgery centers, labs, and pharmacies trust our products, people, and services.

PDC Healthcare stands behind our products every step of the way. You can rely on our integrated Customer Service and Account Management Team to provide 100% customer satisfaction—before, during, and after your order. You'll work with the most qualified industry consultants, who provide superior value analysis, in-service support, and staff training on the right products for each application.

Choose from multiple ordering options:

- EDI Ordering offers improved efficiency, cost savings, and accuracy while streamlining operations
- Toll-Free Customer Service is available at 800.435.4242 and info@pdchealthcare.com
- Order our products online at www.pdchealthcare.com

*Institute of Medicine. "To Err Is Human: Building a Safer Health System (2000)". The National Academies Press.



Quality Process = Quality Care

Every company talks about quality. But not every company makes the kind of investments in people, process improvement, and technology that PDC Healthcare does to ensure unmatched quality in all that we do.

As part of our mission to provide defect-free, medical-grade quality products, every product we produce is born of thousands of hours of rigorous research and testing to provide the most durable, reliable, safest, and highest performing products available.

In addition, our company constantly strives to understand our customers' needs through vehicles such as our comprehensive Customer Survey Program. Through close and continuous interaction between customer and company, we can better ensure that your needs and views are clearly understood and fulfilled.

That's been the PDC Healthcare way for over 55 years.



Mission Statement

PDC connects people, products, and technology through innovative ID solutions that deliver superior customer experiences worldwide.

North America & Latin America

U.S. Headquarters
27770 N. Entertainment Drive, Suite 200
Valencia, CA 91355
Tel 800.435.4242
Tel 661.257.0233
Fax 800.321.4409
Email info@pdchealthcare.com

Asia Pacific

Tel +1.818.897.1111
Fax +1.818.686.9317
Email asia@pdchealthcare.com

Europe, Middle East & Africa

European Headquarters
Rue de l'Industrie, 17
1400 Nivelles, Belgium
Tel +32 67 89 56 56
Fax +32 67 21 77 70
Email info@pdchealthcare.eu

Port Orange, FL (U.S.)

PDC Pharmex® Pharmacy Products
4480 Eastport Parkway
Port Orange, FL 32127
Tel 888.742.7639
Fax 877.742.7636
Email pharmex@pdchealthcare.com

www.pdchealthcare.com

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