

Emolysis got you down? Ask your doctor about Hemoly-cease. Taken by your staff twice daily, Hemoly-cease (erythrobust rejecto-stat) prevents your staff from engaging in practices that cause red cells to rupture during blood collection and processing, which leads to increased turnaround times, inaccurate test results, rejected samples, and cranky physicians. Using a proprietary blend of inhibitors, Hemoly-cease's patented formula blocks receptor sites in the brain before those who draw blood are even tempted to milk capillary puncture sites, fill tubes forcefully, coax blood through occluded needles, pull back on syringes too hard, leave tourniquets on too long, centrifuge at excessive speeds, vigorously mix tubes, and rim clots, all of which hemolyzes blood cells....

Wouldn't it be nice if a pill could prevent hemolysis? Unfortunately, it's not that easy. That's because hemolysis is best remedied by behavioral modification. Every one of the actions that cause hemolysis mentioned in the mock commercial above can be prevented by changing how you draw and handle blood samples. Here's how to modify the causative behaviors of hemolysis in your facility:

- · make sure you and your staff know the most common causes of hemolysis, and avoid those behaviors every time you draw blood;
- beef up your orientation and training practices to highlight the causes of hemolysis and the negative effect it has on laboratory operations and patient care;
- make sure everyone at your facility who draws blood samples see data or other evidence that proves the extent to which hemolysis changes test results;
- · reinforce hemolysis prevention consistently through continuing education;
- · monitor each staff member's personal hemolysis rate and employ targeted remediation.

If you coach those who work with you and for you to minimize hemolysis in your facility, you won't need a magic pill like Hemoly-cease. Without behavioral modification, though, you probably need to listen to the rest of the commercial.

...Hemoly-cease may not be for everyone. Consult your pathologist before using Hemoly-cease. Do not take Hemoly-cease if you find hemolyzed samples intriguing, festive, or addictive. Side effects include faster turnaround times, low specimen rejection rates, accurate laboratory reports, an efficient staff, credible results, satisfied physicians, higher Press-Ganey scores, and better patient care. If you experience any of these side effects, notify your pathologist immediately as they could be symptoms of underlying conditions such as skill, competence, excellence, education, and the ability to apply knowledge. Recognition may be required.

If your hemolysis rate is out of control, ask your doctor about Hemoly-cease. Taken as directed, it could restore more than your laboratory's reputation. Available only at the best clinical laboratories and draw stations in the industry.