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Betty Welch, MD, PhD and Beatrice Mendez, MD

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Feb. 15, 2018

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When television was young, there was a hugely popular show based on the still popular fictional character of Superman. The opening of that show had a familiar phrase that went, “Look. Up in the sky. It’s a bird. It’s a plane. It’s Superman!” How beloved Superman has become in our culture and the worldwide fascination with extraterrestrials and all things cosmic only emphasizes that there is a deep curiosity in all humans about nature and astronomy, even if many people would not know to call it astronomy.

Astronomy is one of the oldest sciences of all time. When archeologists unearth ancient civilizations, even as far back as the cavemen, they invariably find art that shows mans unquenchable fascination with the stars. To this day, you can easily get an animated discussion at any gathering on the topic of “Is there intelligent life on Mars?”

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Communication the Cleveland Clinic Way

AUTHOR
Betty Welch, MD, PhD and Beatrice Mendez, MD



Feb. 15, 2018

PARTNERS CONNECTED HEALTH AND OSRAM INVESTIGATE LIGHT-BASED DISINFECTION

Looking to make cleaning a hospital environment more effective and efficient, the Partners Connected Health Innovation team worked with global lighting technology leader Osram to explore the use of light as a disinfectant. Osram's headquarters for the Americas region is located in Wilmington, Massachusetts.

"Maintaining a sterile environment in the hospital is of the utmost importance to our patients, but is a complex process for our hospital staff, said Kamal Jethwani, MD, MPH, Senior Director, Partners Connected Health Innovation. "Our goal with Osram is to make this easy and 'user-centered' so that sterility management is no longer a chore for our staff. We strongly believe that this will enhance patient safety and clinical outcomes for all our hospitals."

Osram designers, researchers and engineers worked with the Partners Connected Health Innovation User-Centered Design team throughout the four-month project. Seeing a new way to approach their work shed light on potential opportunities they hadn't previously envisioned.

“Impactful innovation requires understanding end user and customer needs, not only in technology but in all industries.”

Rodrigo Pereyra, R&D Manager, Osram Innovation

“Impactful innovation requires understanding end user and customer needs, not only in technology but in all industries,” said Rodrigo Pereyra, R&D Manager, Osram Innovation. “In working with the Innovation team at Partners Connected Health, we challenged our assumptions about sterilization and disinfection in healthcare by experiencing the staff’s pain points firsthand. By seeing things through their eyes, we are able to more effectively address their needs, and strive to create innovative solutions that will exceed their expectations. We are in the early stages of development right now, and are excited to work with Partners to unlock the potential of light-based disinfection.”

Field observations and interviews with physicians, nurses and cleaning staff revealed a host of challenges about cleaning in hospital settings, including intensive care units, in-patient immunocompromised units, surgical suites, outpatient clinics and community health centers. Among them were the high level of foot traffic within units, between units and throughout a hospital; the challenges of cleaning in crowded settings; and the invisible nature of disinfection and infection control.

This knowledge, paired with collaborative design-thinking workshops, produced just under 50 ideas, which were narrowed down to four prototype concepts. Clinical and non-clinical staff then provided feedback on an early-stage light-based disinfection prototype through user testing in a hospital setting. These insights will influence Osram’s future iterations of the prototype and inform future innovations in the area of light-based disinfection.

“Teaming up with researchers and staff at Partners Connected Health provided us with a great opportunity to gather important feedback in a short timeframe, and gave us insight into the daily needs inside large, complex healthcare institutions,” Pereyra said. “Partners hospitals have a tremendous reputation, and we’re proud to work alongside these leaders in medicine to develop new tools to help keep patients safe.”

ABOUT OSRAM SYLVANIA

OSRAM SYLVANIA is part of OSRAM Americas, a group of OSRAM companies located in North and South America. As a leader in lighting solutions and services specializing in innovative design and energy-saving technology, the company sells products under the brand names OSRAM, Traxon, ENCELIIUM and SYLVANIA. The portfolio ranges from high-tech applications based on semiconductor technology, such as infrared or laser lighting, to smart and connected lighting solutions in buildings and cities. The OSRAM SYLVANIA and OSRAM Americas regional headquarters is located in Wilmington, Massachusetts. For more information, visit www.osram-americas.com or follow us on Facebook and Twitter.

ABOUT OSRAM

OSRAM, based in Munich, is a globally leading lighting manufacturer with a history dating back about 100 years. The product portfolio includes high-tech applications based on semiconductor technology such as infrared or laser lighting. The products are used in highly diverse applications ranging from virtual reality, autonomous driving or mobile phones to smart and connected lighting solutions in buildings and cities. In automotive lighting, the company is the global market and technology leader. Based on continuing operations (excluding Ledvance), OSRAM had around 24,600 employees worldwide at the end of fiscal 2016 (September 30) and generated revenue of almost €3.8 billion in that fiscal year. The company is listed on the stock exchanges in Frankfurt and Munich (ISIN: DE000LED4000; WKN: LED400; trading symbol: OSR). Additional information can be found at www.osram.com. OSRAM is a registered trademark of OSRAM GmbH. ENCELIIUM is a registered trademark of OSRAM SYLVANIA Inc. All other trademarks are those of their respective owners.

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