

In my vision of the future:

*I'm making a difference.*

Working with you  
to move healthcare forward.

*Advance with us.*



WE LISTEN. WE THINK. WE DISCOVER. WE CREATE. WE ADVOCATE. WE INVEST.



It's an important time in healthcare.

A time of change. A time of challenge.

A time of opportunity to move healthcare forward.

This is our time to create a new future.

*Advance with us.*

## MOVING HEALTHCARE FORWARD MEANS MOVING FORWARD TOGETHER

***We believe that positive change in healthcare begins with shared goals.*** Goals like improving safety, enhancing efficiency and reducing unnecessary costs. The more we listen and learn from you, the more we can achieve. And with your help, we've already made major strides. Like taking over 500 million dollars out of the U.S. healthcare system with a single generic specialty injectable.<sup>1</sup> But that's just the beginning. To solve the issues that matter most, we're innovating in the following areas.

### *Enhancing patient safety*

- Simplifying medication management to reduce errors
- Developing cost-effective solutions to reduce contamination risks

### *Advancing clinical practice*

- Enhancing clinical decision making with real-time information
- Standardizing best practices at the bedside

### *Improving efficiency*

- Streamlining inventory management to free up resources
- Optimizing clinical workflow to ease demands on facilities

### *Recognizing savings opportunities*

- Providing generic alternatives to costly branded drugs
- Helping healthcare facilities avoid costly "Never Events"

### *Simplifying change*

- Making it easier to implement integrated solutions
- Supporting customers with expanded services and dedicated resources

## OUR PRINCIPLES GUIDE US

*From the start, our principles have defined our path, helping us create smarter solutions, deliver safety-driven products and generate greater value.* As we continue to move forward, our principles will direct every decision we make toward helping healthcare facilities provide the best, most cost-effective care for their patients.

## WE LISTEN.

We immerse ourselves in listening. To your challenges, insight and advice. So all our decisions are well-grounded.

## WE THINK.

We never stop thinking. About the problems we face. The solutions we need. And the planning it takes.

## OUR SOLUTIONS CREATE VALUE

*For us, delivering quality products that create value for our customers isn't just an ideal—it's our responsibility.* Due to growing economic pressures, today's healthcare facilities face increasing difficulties staying profitable. Where there are roadblocks, we see possibilities. Where there is frustration, we see opportunities. We never stop working with you to discover cost-effective alternatives and create more efficient solutions.



### Generic Injectable Drugs

Each year, U.S. healthcare facilities spend billions of dollars on branded injectable pharmaceuticals. As the industry's generic injectable leader, our first-to-market generics have removed 1.3 billion dollars from our U.S. healthcare system.<sup>1</sup> Today, we're poised to deliver even greater cost savings with over 40 generic injectables under development.

## WE DISCOVER.

We discover insights and opportunities. And evaluate their potential impact within healthcare systems.

## WE CREATE.

We create ideas. We create products. We create solutions. Our innovations bring value to healthcare.

## WE ADVOCATE.

We support. We educate. We train. We publish. In short, we back the solutions we create.

## WE INVEST.

We invest in the promise of tomorrow by changing today. To better serve you, we focus our resources where clinical needs are greatest.



### **Patient Safety Software**

Infusion-related medication errors translate into a total cost of 3.5 billion dollars—not including the lost wages and productivity that impact everyone.<sup>2</sup> By helping to reduce medication errors, improving clinical workflow and creating operational efficiencies through automation and integration with other technologies, our Hospira MedNet™ software and VeriScan™ bar code point-of-care system have the potential to generate significant savings for hospitals.



### **IV Safety Systems**

As you know, hospital-acquired infections and catheter-related bloodstream infections have become a national health concern. Each year they add 30.5 billion dollars<sup>3</sup> and 6.25 billion dollars,<sup>4</sup> respectively, to the nation's hospital costs. The LifeShield™ IV safety system addresses factors that contribute to infections, creating opportunities to reduce infection rates, help patients recover faster and avoid unnecessary costs.



### **Smart Pump Technology**

The value of smart pump technology starts with improved patient safety at the bedside. But even greater value lies within a fully integrated system that delivers time-saving efficiencies throughout the entire facility. Automatic pump programming, automatic charting and the ability to remotely distribute new drug libraries wirelessly—these are only a few of the ways our integrated solutions are streamlining workflow and creating opportunities for savings in today's healthcare facilities.



*Advance with us.*

Our goals are aligned. The path is set.

And with our principles to guide us,  
the changes we make today will lead us into tomorrow.

Treating more with less.

Delivering more efficient solutions.

And never compromising our commitment to quality.

We will move healthcare forward.

***Advance with us.***



For more information on how Hospira is working with you to move healthcare forward and for product portfolio updates, visit us at: [www.HospiraAdvanceWithUs.com](http://www.HospiraAdvanceWithUs.com).

**References:** 1. Data on file. Generic drug savings information. Hospira, Inc. 2. Aspden P, Wolcott JA, Bootman JL, Cronenwett LR, eds; IOM Committee on Identifying and Preventing Medication Errors. *Preventing Medication Errors*. Washington, DC: The National Academies Press; 2007. 3. McCaughey B. Unnecessary deaths: the human and financial costs of hospital infections. 2008. [http://www.hospitalinfection.org/cost\\_of\\_infection.shtml](http://www.hospitalinfection.org/cost_of_infection.shtml). Accessed April 14, 2010. 4. Kluger DM, Maki DG. The relative risk of intravascular device related bloodstream infections in adults [Abstract]. In: *Abstracts of the 39th Interscience Conference on Antimicrobial Agents and Chemotherapy*. San Francisco, CA: American Society for Microbiology; 1999:514. Abstract 1913.

