



# medstrom select

Defining Dignity for Plus-Sized Patients



For over a decade, Medstrom has transformed the rental market by providing flexible, responsive and cost-effective solutions. Our philosophy is and always will be to deliver a unique service, that is tailored to the needs of our customers and patients.

**Together, with our experience and clinical focus, we are delighted to introduce a unique, one-stop-shop, bariatric rental service that considers the patients and caregivers, with financial packages to suit all budgets.**

- **A choice of appropriate and clinically focused equipment solutions**
- **Nationwide delivery and rapid response**
- **24/7/365 clinical support and training via Clinical Advisors and Product Specialists**
- **Installation and technical support from qualified, DBS-checked technicians**
- **Accurate and ethical invoicing allows you to take control of your spending**
- **KPI reports to provide a transparent and collaborative partnership**

**select** patient dignity  
**select** clinical support  
**select** rapid response



# A New Reality



By 2030, 74% of men and 64% of women will be classified overweight or obese in the UK. <sup>1</sup>



By 2030, 85% of men and 89% of women will be classified overweight or obese in Ireland. <sup>1</sup>



In 2019, 11,117 hospital admissions in England were directly attributed to obesity. <sup>2</sup>



In 2019, 876,000 hospital admissions in England considered obesity as a key factor. <sup>2</sup>

Clinicians are facing a new reality of patient dynamics; older, larger, sicker and more vulnerable.

The care of a plus-size patient can be extremely complex from physical to psychological, in addition to the multitude of comorbidities often present with obesity such as:

- Heart disease
- Diabetes
- Musculoskeletal disorders
- Cancers
- Depression and anxiety



# Patient Perspective

Being admitted to hospital is a stressful time for all patients. However, plus-size patients can often be left waiting for longer periods of time after admission whilst suitable equipment is sourced, greatly adding to the stress and anxiety of the patient.

These insecurities coupled with the need for different equipment, can often result in fear and a loss of dignity. It is important from a patient's perspective that the correct equipment in all hospital scenarios is made readily available without stigma or judgement.

This extends to specialist equipment which provides solutions to clinical challenges such as difficulty mobilising, impaired respiration, increased risk of skin damage and compromised healing.

## Width, not always weight.

It is recognised that plus size patients may have difficulties not only because of their weight but also due to their physical width, body shape, and level of mobility. When considering appropriate equipment, weight is only one of the factors to be assessed.



**Plus-size patients can delay seeking healthcare due to embarrassment.<sup>3</sup>**



**Uncertainty over availability of equipment to handle weight and width is also a factor.<sup>3</sup>**



**As a direct effect of body weight, size and shape, severe obesity can lead to mobility difficulties.<sup>4</sup>**



**Many people with obesity, due to lack of mobility or other conditions, are unable to leave home to access support.<sup>4</sup>**



# Caregiver Challenges



Each year,  
80,000 nurses injure  
their backs at work.<sup>5</sup>



NHS staff who injure their backs  
in the course of their work, cost  
taxpayers over £400m a year.<sup>6</sup>



By 2030, the NHS  
could face a shortfall of  
108,000 full-time nurses.<sup>7</sup>



Lack of equipment  
standardisation can increase  
the risk of human error.<sup>8</sup>

Plus size patients can often have a body shape that  
can make the simplest of nursing procedures more  
difficult to perform.

This is true for tasks such as:

- Mobilising
- Repositioning
- Turning
- Basic hygiene
- Wound care

Keeping staff safe and monitoring manual handling  
risk, whilst at the same time maintaining patient dignity  
is therefore vital in the care of a plus-size patient.

Equipment that can assist the caregiver to perform  
tasks needed easier is therefore a key consideration  
when selecting appropriate equipment.



# select packages

**Medstrom Select allows staff to easily select the right equipment at the right time for patients, dependent on their individual needs.**

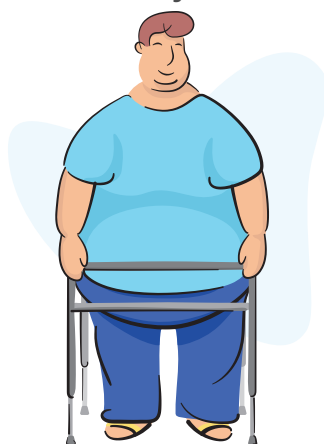
The carefully selected packages take into consideration every stage of a patient's journey from hospital to home - helping to support staff and defining dignity for plus-size patients. Overall, offering a proactive selection of equipment that stimulates mobility, addresses manual handling challenges and ultimately improve outcomes for both patients and caregivers.

## Mobile



- Able to perform daily activities e.g. washing & dressing
- Able to reposition independently without assistance
- May need assistance with self-mobilisation i.e. a walking aid

## Partially Mobile



- Partially able to perform daily activities e.g. washing & dressing
- Able to reposition independently but needs assistance
- Needs assistance with self-mobilisation i.e. a walking aid

## Dependent



- Needs a lot of assistance from caregivers for daily activities
- Able to weight bear but needs assistance with transfers

## Highly Dependent



- Bed-bound and cannot perform daily activities
- Unable to independently reposition or assist with repositioning
- Able to be transferred without full dependence on caregivers

## Critical Care



- In a critical care state, sedated and / or ventilated



*Having tendered for the provision of bariatric equipment for the Trust in 2017, I am very pleased to say that our experience with Medstrom after two years has been excellent.*

*Their commitment and dedication to ensuring the Trust gets the best service cannot be faulted. Their focus is patient centred and comments and suggestions are encouraged to enhance and improve the service.*

*I would have no hesitation in recommending Medstrom for the provision of this type of medical equipment.*

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**Andrew Leverton,  
Head of Medical Technical Services  
Doncaster and Bassetlaw Teaching Hospitals  
NHS Foundation Trust.**



# Immersive Education

**Clinical innovation, evidenced-based practice and education are at the heart of Medstrom's philosophy. These elements are central to the newly unveiled facility - Medstrom Academy.**

This purpose-built space showcases Medstrom's range of solutions, that focus on meeting patient and caregiver needs in challenging clinical situations. This includes the use of:

- Fully referenced materials to align closely with the clinical objectives of visitors.
- 'Amazon Alexa' voice recognition technology to answer questions on numerous clinical challenges.
- Empathy suits that allow visitors to experience, first-hand, the body morphology and physical complications of a plus-size patient.
- Educational tools that demonstrate how to select the right specification of equipment.

## CPD Accredited Courses

Did you know Medstrom have their own CPD accredited course that cover a range of clinical challenges experienced in the healthcare sector. This includes a dedicated course examining 'Plus-Size Patient Morphology'.

Other courses include: The Definition of a Pressure Ulcer; The Science of Surfaces, The Consequences of Immobility; Mitigating Bed-Related Injuries.



“

*We wanted to really immerse people into the individual clinical challenges that confront the NHS every day. Being a very practical learner myself, having the ability to experience a condition, situation or condition from a patient's perspective, makes learning far more impactful.*

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**Deborah Newcombe -  
Medstrom Clinical Director**





# Clinical Expertise & Service

**As an independent product provider we are uniquely placed to offer unbiased education around all product technologies, and we offer this as a complimentary service to our customers. This is achieved via complementary roles within the Medstrom Select service.**



## Clinical Advisors

Medstrom is proud to offer support from its team of Clinical Advisors and Clinical Managers.

Qualified nurses whose primary role is to support and work in conjunction with Tissue Viability and Manual Handling teams to achieve their specific objectives, as well as ensuring positive patient outcomes.



## Product Specialists

Medstrom's dedicated team of bariatric product specialists promote effective product selection to suit plus-size patient requirements.

Extensive product and technical knowledge, coupled with experience in moving and handling, ensure product training and implementation is seamless at ward level.



Medstrom offers  
**24/7 clinical advice  
and technical support**  
all year round as a part  
of its **unrivalled service.**

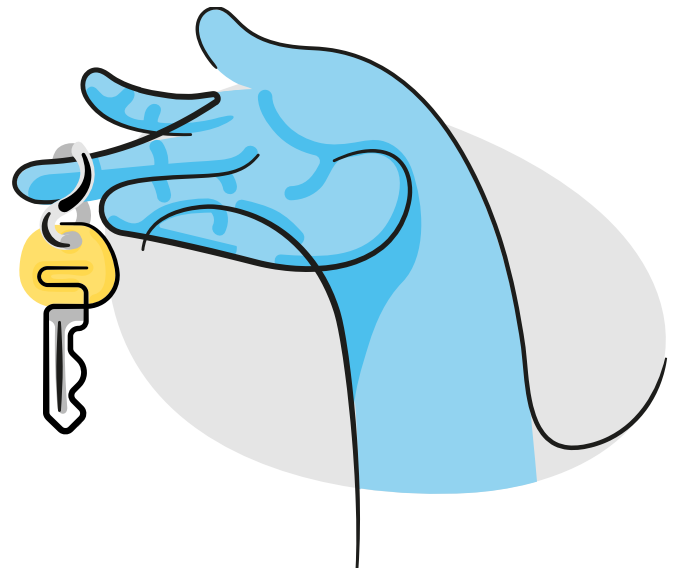
This provides you with  
the **peace of mind** that  
**when you are working,**  
**so is Medstrom.**



**Medstrom is proud to offer a service that is transparent, fair and consistent. However, we also believe in offering service innovation to our customers.**

Medstrom Now is a unique and innovative rental offering, designed to remove all barriers to accessing a specialist equipment rental service that is cost-effective, immediate, supportive and accurate.

- No delivery or collection charges and no minimum rental period.
- The product is on site with immediate access whenever it is required.
- Zero delivery lead-time.
- Guaranteed accurate invoicing.
- Accurate management information reporting direct from i-Tracker.
- 24/7/365 clinical & technical support.
- Guaranteed clean, safety and function tested product ready when you are.



#### **Did you know**

If a hospital had an average of 10 rental episodes per month, paid a £90 delivery charge and a £90 collection charge, they would save £21,600 per year via Medstrom Now.

**Contact a Medstrom representative to discover more about this unique service and see how it can be tailored for your site.**



## References:

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3. Impact of weight bias and stigma on quality of care and outcomes for patients with obesity. Phelan, S; Burgess, D, et al. April 2015
4. Social Care and Obesity. Local Government Association, London. August 2020.
5. Back injuries amongst NHS staff cost £400million a year, Nursing in Practice. 2011
6. Back injuries amongst NHS staff cost £400million a year. Nursing in Practice. 2011
7. Lack of nurses 'most concerning' shortage in NHS, report finds. Nursing in Practice. Launder, M. 2019
8. Standardization in patient safety: the WHO High 5s project. International Journal for Quality in Health Care. Leotsakos, A, et al. 2014.

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