

Press release

Provider of the **world's first alcohol-based hand disinfectant** – is proud to celebrate the World Health Organization's (WHO) Annual **"Save Lives: Clean Your Hands"** campaign with the launch of its six-step **Evolution Concept**, a multimodal hand hygiene strategy.

Global Health Leader HARTMANN Launches Six-Step Hand Hygiene Concept on Hand Hygiene Day

Multimodal System Evolves German-Based Company from Health Product Provider to Hospital Management Partner

HEIDENHEIM, Germany – 05.05.2016 -- HARTMANN – provider of the **world's first alcohol-based hand disinfectant** – is proud to celebrate the World Health Organization's (WHO) Annual **"Save Lives: Clean Your Hands"** campaign with the launch of its six-step **Evolution Concept**, a multimodal hand hygiene strategy.

"Preventable healthcare-associated infections (HAIs) continue to burden hospitals worldwide, which is why we have added a customized multimodal approach to maximize hospital compliance in hand hygiene," said Dr. Klaus Ruhnau, senior vice president, disinfection at HARTMANN GROUP and managing director of Bode GmbH. "We are now going further to partner with hospital management and healthcare professionals for effective hygiene system solutions and better outcomes for patients."

It is assumed that up to **90 percent of healthcare-associated infections (HAIs)**¹ are transmitted via the hands. Improving compliance in hand disinfection can reduce HAIs by 40 percent².

The Evolution concept aims to help prevent HAIs by connecting HARTMANN hygiene and **disinfection consultants** with hospital management to assess their current compliance status and identify opportunities to improve hygiene performance.

HARTMANN's six-step concept consists of the following content modules to help hospitals improve hand hygiene compliance:

- Value of alcohol-based disinfection (i.e. hand washing vs. rubbing);
- Proper dispenser placement;
- Training on the right rub-in technique
- Interactive e-learning tools on the **five moments for hand hygiene**; and

¹Kramer A.(2006) Hand hygiene - patient and staff protection. GMS Krankenhaushyg Interdiszip 1(1):Doc14

² Kampf et al. (2009). Hand Hygiene for the Prevention of Nosocomial Infections. Dtsch Arztebl Int. 106(40):649-55
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Management Board:

Andreas Joehle (Chairman/CEO). Dr. Raymund Heinen. Michel Kuehn. Dr. Wolfgang Neumann. Stephan Schulz.
Chairman of the Supervisory Board: Fritz-Jürgen Heckmann

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- Two apps for monitoring and process optimization

Clinics can now request information to participate in Evolution [here](#).

“Around the world, the latest findings on hygiene practices and infection prevention call for a closer look at hand-hygiene procedures,” said Dr. Henning Mallwitz, director of research and development at Bode GmbH. “We see an opportunity to apply our experience to help health care centers improve their processes and systems.”

The World Health Organization, the latest study from the *Journal of Infection Control and Hospital Epidemiology*, and the BODE Science Center (HARTMANN’s competence center for infection protection) all suggest that a multimodal hand-hygiene process, with an emphasis on an alcohol-based solution, is more effective at killing germs.

In collaboration with BODE Science Center, the Evolution concept was initially presented at the German Society for Hospital Hygiene (DGKH) annual conference in Berlin in April, where it was well received by the attendees as an efficient solution to improve hand hygiene compliance rates.

About the HARTMANN GROUP

The HARTMANN GROUP is one of the leading providers of medical and hygiene products, with its core expertise being in wound treatment, incontinence care, infection prevention, surgical supplies and personal healthcare. With its headquarters in Heidenheim, Germany and group companies worldwide, the company is in close touch with the global market. The HARTMANN GROUP achieved sales revenues of some EUR 1.941 billion in 2015, with a workforce of just over 10,300 employees.

PAUL HARTMANN AG, which is based in Heidenheim, Germany, forms the heart of the corporate group. It is one of Germany’s oldest industrial companies, having been originally founded as a textile factory by Ludwig von Hartmann in 1818. In 1873, the latter’s son Paul Hartmann, began production of absorbent cotton wool and later the company evolved into the flagship of an expanding dressing materials industry worldwide. The HARTMANN GROUP encompasses not only numerous sales companies abroad but also, among others, BODE Chemie (Hamburg), Karl Otto Braun (Wolfstein), Sanimed (Ibbsbüren) and Kneipp (Würzburg).

For the latest healthcare industry insights from HARTMANN leadership and more, visit [New Perspectives](#) or follow [@HARTMANN_GROUP](#) on Twitter. To learn more about the HARTMANN GROUP, visit: <https://hartmann.info/>.

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