

BLACKBURN'S

Established in 1936 as an independent community pharmacy, BLACKBURN'S has grown into a leading provider of home healthcare products, encompassing all levels of medical equipment. Accredited through The Joint Commission since 1995, BLACKBURN'S services regions of Pennsylvania, Ohio, New York and West Virginia.

Corporate Headquarters

Showroom/Pharmacy
301 Corbet Street
Tarentum, PA 15084
800-472-2440
724-224-9124 (fax)

Erie, PA

Showroom
308 East Sixth Street
Erie, PA 16507
800-328-9325
814-454-2706 (fax)

Buffalo, NY

Showroom
4114 Union Road
Cheektowaga, NY 14225
877-472-0192
716-688-9193 (fax)

Cranberry Township, PA

Showroom
83 Dutilh Road
Cranberry Township, PA 16066
724-776-0600
724-776-0601 (fax)

Rochester, NY

Institutional Sales
300 Air Park Drive, Ste 60
Rochester, NY 14624
800-372-7749
800-372-7812 (fax)

www.blackburnsmed.com

pharmacy services ● medical supplies ● dme/rehab
support surfaces ● home accessibility ● respiratory

News Script is a publication of BLACKBURN'S

Calendar of Events

MDA Muscle Team Walk

Benefits MDA

Date: Sunday, March 3, 2013

Location: Galleria at Pittsburgh Mills Mall, Tarentum PA

Help support neuromuscular disease research...become a sponsor for the MDA Muscle Walk.

To sign up for the event www.mda.org/musclewalk

Stiletos & Steel

Benefits Easter Seals

Date: Saturday, March 23, 2013

Location: Wheeling Island Hotel Casino & Racetrack
Wheeling, West Virginia

One of the area's most anticipated Easter Seals event! Enjoy a fun-filled evening complete with music, food, cash and prizes! For more information, please call 304-242-1390.

BLACKBURN'S

News Script for physicians & healthcare professionals

WINTER 2013



PROSPERA...ADVANCED NEGATIVE PRESSURE WOUND THERAPY

The Prospera PRO series of negative pressure wound therapy (NPWT) systems are designed to advance the art and science of NPWT for clinicians and patients. Manufactured by DeRoyal...the PRO-II is engineered specifically for use with NPWT and provides ease of use and flexibility for clinicians, cost effective outcomes and perhaps most importantly it is designed to put the needs of patients first.

The portable PRO-II delivers all the benefits of NPWT without the pain and discomfort for the patient. Lightweight and discreet, the PRO-II is comfortable so your ambulatory and homecare patients can get on with their lives.

Prospera Advanced NPWT Solutions...combine lower than traditional negative pressure settings with the Variable Pressure Therapy, and the most suitable dressing for NPWT today – moist AMD gauze.



Benefits

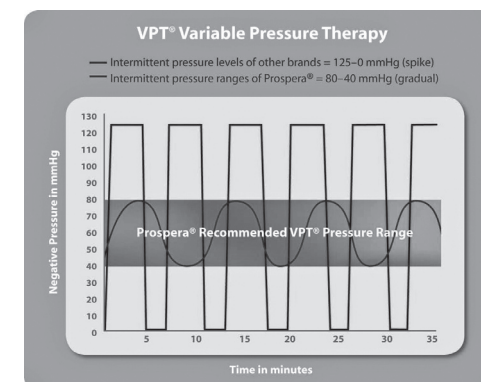
- Flexible, easy to use settings with Continuous (CPT) or Variable (VPT) Pressure Therapies...lower pressure settings enhance patient comfort
- Proprietary internal and external filter system for an extra layer of safety
- Multiple alarm and safety features that protect the patient
- Variety of dressing options available...foam and gauze
- Moist AMD gauze that will not adhere to the wound substantially decreasing patient pain
- Large, easy-to-read, color-coded display screens
- Over 24 hour battery run time
- Virtually silent operation

Variable Pressure Therapy (VPT)

In VPT, two different negative pressures are used, but negative pressure is always maintained, never dropped to 0 mmHg. VPT offers the advantages of intermittent NPWT, while avoiding potential for displacement of the dressing and loss of an airtight seal associated with pressure drops to 0 mmHg.

Lower Pressure

Prospera recommends negative pressure levels in the range of -80 mmHg, lower than the commonly recommended -125 mmHg. Lower pressures have been shown to reduce pain, while offering comparable effects on blood flow, wound contraction and volume reduction. Lower pressures also reduce the risk of tissue ischemia at the wound edge.



BLACKBURN'S...Regional Distributor

DeRoyal selected BLACKBURN'S as their regional provider for the Prospera Pro-II NPWT solutions. BLACKBURN'S goal is to deliver clinical-focused advanced wound care through innovative products that benefit the patients, clinicians and healthcare facilities.

Looking for a better NPWT option for your homecare and ambulatory patient? Schedule an in-service or to learn more about the Prospera PRO-II, contact our representative at a BLACKBURN'S location near you.

TARENTUM (Pittsburgh)
Anne Malfi-Korpela
800-472-2440 ext. 1223
anne.malfi@blackburnsmed.com

ERIE
Rena Dawley
800-328-9325 ext. 2612
renae.dawley@blackburnsmed.com

BUFFALO, NY
Allison Wik
800-372-7749
allison.wik@blackburnsmed.com



Accredited by
The Joint Commission
Since 1995



Abbott Nutrition is announcing the decision to discontinue the enteral tube feeding device business in the U.S. (and Puerto Rico) as of April 30, 2013 — specifically pumps, disposable sets, tubes, kits and related device accessories. This decision allows Abbott Nutrition to focus more on bringing innovation to their oral and enteral nutrition portfolio of products.

Abbott Nutrition is recommending Covidien, a leading supplier of enteral devices with adequate supply to meet the market's enteral pump needs. BLACKBURN'S priority is to ensure your facility continues to provide uninterrupted quality enteral nutrition for your patients. BLACKBURN'S can assist your facility with the conversion to Covidien's enteral feeding pumps and supplies by the end of April 2013.



BLACKBURN'S is an authorized distributor for both Abbott Nutrition and Covidien. BLACKBURN'S has an inventory of Covidien's enteral feeding pumps, disposable sets, tubes and kits which can be used with Abbott Nutritional supplements.

To prepare for the transition, BLACKBURN'S can schedule a conversion and training session with your management team on the proper operation of Covidien's feeding pumps and how to order from BLACKBURN'S.

Any Abbott Nutrition enteral feeding pump and sets need to transition to another pump supplier such as BLACKBURN'S by the end of April 2013.

To schedule feeding pump conversions and training, please contact BLACKBURN'S Institutional Sales department at 800-472-2440.

BLACKBURN'S SUPPORTS... "My Bike" PROGRAM

Sponsored by Variety The Children's Charity

For a child with a disability, riding a bicycle is more than a recreational activity. For Matt it is an opportunity to ride through the neighborhood alongside friends. For Connor it is a chance to feel independent, free, and carefree, when the day can present so many other challenges. For a child with a disability who struggles to skip, run and even walk, an adaptive bicycle can be transformative.

Variety's "My Bike" Program provides adaptive bikes to children with disabilities who meet the eligibility guidelines.

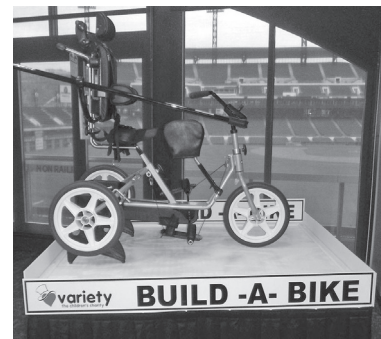
To be eligible, the following criteria must be met:

- Reside in the ten county area of southwestern PA. (Allegheny, Armstrong, Beaver, Butler, Fayette, Greene, Indiana, Lawrence, Washington and Westmoreland)
- Have a physical, mental, or sensory disability documented by a physician
- Be 21 years of age or younger

If you or your company or organization is interested in sponsoring a bike, please call Sandra Thompson at (412) 747-2680 or email: sandra@variety pittsburgh.org

BLACKBURN'S is a proud sponsor of the "My Bike" Program for children with disabilities. We have donated a number of adaptive bikes, and work closely with the Variety staff with qualifying, fitting, ordering, setup and delivery of adaptive bikes to the children.

Help support the "My Bike" Program!



CONTRAINDICATED CONDITIONS FOR NEGATIVE PRESSURE WOUND THERAPY

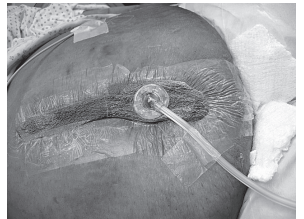
By Kathy Liptak, RN, CWON

The principles and techniques of Negative Pressure Wound Therapy (NPWT), (basically applying suction to the beds of chronic wounds), have been around for over 50 years. It was during the 1980s, when the researchers took it a step further to make it a closed suction, meaning the wound is actually sealed by means of dressings and drains used to suction the drainage out and produce negative pressure in the wound bed, that a true negative pressure environment or one that is subatmospheric was created. In this scenario healing is facilitated by the removal of excess wound exudate, thus reducing the bacterial load, and the maintenance of a moist wound environment.

The wound bed is also stimulated by the effects of the suction which causes the blood vessels at the wound edge to dilate and the reduction of interstitial edema of the periwound tissue thus increase the blood flow to the wound. This in turn brings necessary nutrients and oxygen to the wound to promote regranulation. Regranulation is also encouraged by the stretching of the skin which stimulates new cell growth and wound edge contraction. The NPWT is indicated for both chronic and acute wounds, which are full thickness in nature, to promote rapid healing.

While the cost of the therapy appears to be much more than standard dressings used, it has been proven repeatedly that the therapy is much more cost effective and efficient if given in the proper conditions. The following are conditions in which NPWT is contraindicated:

1. The presence of necrotic tissue in the wound
2. Untreated osteomyelitis within the vicinity of the wound
3. Cancer present in the wound
4. The presence of a fistula to an organ or body cavity within the vicinity of the wound
5. Exposure of vital organs, blood vessels, or nerves in the wound



Foam Dressing



Gauze Dressing

NPWT should be used cautiously when the patient is on anticoagulant therapy or if the wound is infected. While most patients seem to tolerate the therapy, pain issues must be addressed. The initial draw of the suction can be painful for some as well as the spikes of intermittent therapy of some machines. Also, in the case of a chronic wound, the wound must have been present for at least 30 days and standard wound care treatment done and documented. The effectiveness of the therapy should be evaluated every two weeks by the evidence of healing in the wound.

The goal of any wound care treatment is to provide an environment in the wound to allow the body to do what it does best, heal itself, as quickly as possible. NPWT has proven itself in regards to this in both types of dressing systems associated with it, foam or gauze. The Prospera PRO-II offers you the choice of both dressings. If you would like more information concerning the product and its use our educational and clinical staff are available to help you get optimal results for your patients.

EDUCATIONAL IN-SERVICES FOR HEALTHCARE PROFESSIONALS

BLACKBURN'S is acutely aware that policy and coverage changes as well as innovations in technology must not only be taught to our staff, but also communicated to you...our valued referral sources. We have had a long tradition of sharing what we know through a series of educational in-services. They are specifically designed to enhance product knowledge, maintain compliance through understanding guidelines and expedite the ordering process.

BLACKBURN'S will tailor programs to meet your specific needs, spanning all of our business segments: Pharmacy, Medical Supplies, Standard and Complex Rehab Equipment, Bariatric DME, Support Surfaces, Home Accessibility Aids or Respiratory Services. The healthcare industry is dynamic and ever changing. Let us know how we can assist you in educating your staff. Do not base today's ordering protocols on yesterday's information.

For more details on in-services, contact Randy Prunty, Business Development Manager 800-472-2440 ext 1226 or email: randy.prunty@blackburnsmed.com.