

# allianz

Volume 6 • 2020 | The Magazine for Partners of B. Braun's OEM Division



IV SOLUTION EXPANSION

NEW CEO BRINGS EXPERIENCE, PASSION  
AND CUSTOMER FOCUS

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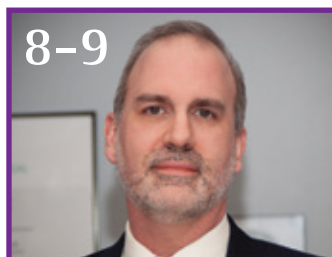
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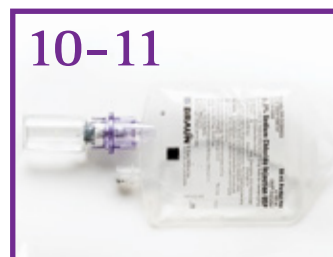
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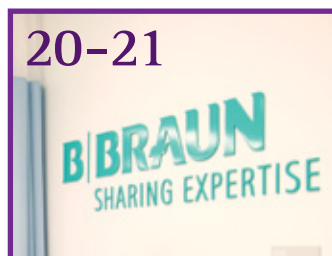
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## SHARING EXPERTISE

Volume 6 | 2020

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## EDITOR'S NOTE

Happy New Year to all of you! If you're as old as I am, you may have read – years ago – some classic Kurt Vonnegut books like *Cat's Cradle* or *Slaughterhouse-Five*. His dry humor and short sentences were very much to my liking when I was younger. Among my favorite Vonnegut quotes: "New knowledge is the most valuable commodity on earth. The more truth we have to work with, the richer we become."

As we continue sharing *allianz* with our healthcare partners – all of you who work each day to deliver the best products and services to patients and caregivers – we want to provide you with that "most valuable commodity" in every issue. Here in *allianz* #6, you'll meet B. Braun Medical Inc.'s new Chairman and CEO and read his perspectives on our industry. Our "What I've Learned" segment features interesting quotes from nurses about their efforts to improve people's lives. One of our outstanding quality experts, Christian Kelly, relates revealing experiences in this ever-changing industry. You'll also learn about the

variety of medical solutions we offer, such as our EXCEL® IV bag, and some of the community programs B. Braun Medical has developed.

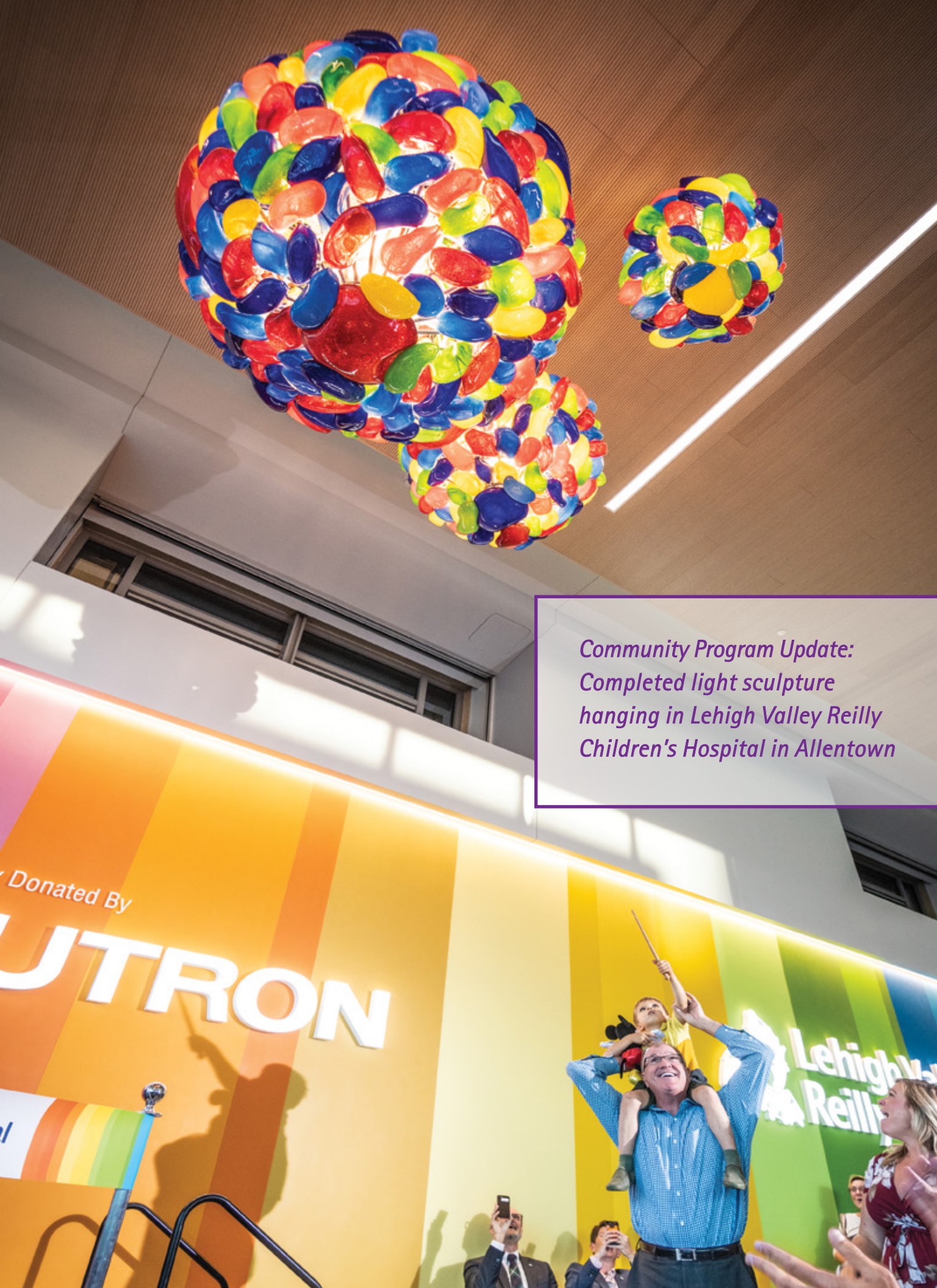
Our goal is to build a connection between the medical device community and the people who depend on what we make and what we do. Improving essential products and services is fundamental to the success of this industry. We hope the information we put out in *allianz* supports that connection and those improvements.

No matter what job we have, we never really get away from what schools try to give their students – an efficient process for learning. That brings to mind another Vonnegut line that still makes me smile: "True terror is to wake up one morning and discover that your high school class is running the country."

I hope you enjoy the latest issue of *allianz*.

Our goal is to build a connection between the medical device community and the people who depend on what we make and what we do.





*Community Program Update:  
Completed light sculpture  
hanging in Lehigh Valley Reilly  
Children's Hospital in Allentown*

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# NEW CEO BRINGS EXPERIENCE, PASSION AND CUSTOMER FOCUS

## Jean-Claude Dubacher

Chairman and CEO of B. Braun Medical Inc.

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Forward-thinking, deeply experienced and eager to leverage B. Braun's advantages in customer service and patient focus into continued market growth, Jean-Claude Dubacher has been named Chairman and CEO at B. Braun Medical Inc. He is responsible for all United States and Canada operations, including contract manufacturing.

He has been President of B. Braun Medical Inc. since August 1, 2019.

Fundamental in Jean-Claude's outlook is an unwavering responsibility to helping people through the actions of the B. Braun team. "In the end, we want to make a difference for our patients and customers," he says. "We have a fantastic business purpose. We make things that protect or improve patients' lives. There's no bigger purpose you can have."

An industry veteran, Jean-Claude has acquired exceptional leadership experience across multiple therapy areas and business disciplines, a background that will serve B. Braun well.

"Jean-Claude's focus on customers and supporting people to be successful in developing, manufacturing, marketing and selling products and services that benefit patients is exactly the right approach to ensure our ongoing growth,"

says Caroll H. Neubauer, who has been at the helm of the company for 22 years and continues serving as Chairman and Chief Executive Officer at B. Braun of America Inc.

Jean-Claude's career in the healthcare industry spans more than 15 years in consulting and corporate roles, including strategy, commercial, supply chain and manufacturing. Before joining B. Braun, he led commercial operations for the Surgical Ophthalmology Division of Johnson & Johnson in Europe, the Middle East and Africa. He holds a Ph.D. in law from the University of Zurich in Switzerland and an MBA from Harvard Business School.

After living in Puerto Rico, Germany and Spain, as well as several locations in the continental United States, Jean-Claude and his family recently settled in Pennsylvania's Lehigh Valley. He sat down recently for a wide-ranging interview with *allianz*. His insights on a number of subjects suggest what the future will hold for B. Braun, the medical device industry and contract manufacturing.



# Q&A

**Q:** You've had a lot of experience in publicly traded companies. How would you compare that to what you're finding here at B. Braun, a privately held company?

It's different, and you can see that in the way people think and approach things. There is much more of a long-term focus here. You just need to look at the tenure of people, some as long as 50 years. Loyalty, dedication and commitment to a common purpose are very much alive at B. Braun. That's unique and is obviously a big advantage for the company.

**Q:** What comes to mind when you think about how family ownership applies to B. Braun specifically?

As a family company, B. Braun thinks in terms of generations, rather than quarters. Working to create value for future generations is a core value. That frees us up to truly consider the long-term needs of all our stakeholders, including patients, providers, employees, neighbors and the environment. You can see that in what B. Braun does everywhere across the globe. It's really in the DNA of the family.

**Q:** When you consider the OEM Division, what do you see?

This is a moment of significant opportunity. We know how to develop products and have the mindset of being willing to invest in innovation. We are also cognizant of the dramatic changes taking place in the healthcare marketplace. New players are coming in, many more patients are receiving care outside of traditional settings, and there is a large focus on demonstrating the value of products and services. The good news is, we have a track record of working with customers to identify solutions, and our OEM business has been a central part of that success. In the end, we want to make a difference for the broad groups of patients and customers we serve, and OEM will continue to play a key role in helping to make that happen.

**Q:** It sounds like you're very much in tune with the B. Braun philosophy of "Sharing Expertise."

Yes. And this commitment to sharing our expertise is especially important when it comes to the OEM Division. By definition, it means we have a customer focus, which makes it very easy to apply our skills and experience to contract manufacturing. Understanding the customer's needs and working in their interest is something we strive for not only in the OEM Division, but across B. Braun, and it will continue to define our company in the years ahead.

**Q:** What changes do you see coming in the next three to five years for B. Braun and the medical device industry in general?

For the medical device industry and healthcare in general, disruption is the new normal. We are in a period of rapid change that is being driven by continuing cost pressures, industry consolidation, new technologies and the availability of data, to name just a few. We must be able to respond to these changes quickly and strategically. The two things we cannot change are our focus on patients and our commitment to partner with customers and other stakeholders across the system to identify and implement solutions that improve healthcare.

**Q:** What can you tell us about how you feel personally about your new post?

I'm excited to be part of the B. Braun family. I also feel very fortunate to join a company with such a long legacy of building relationships of trust in the industry and developing innovative products that have benefited so many patients and providers in profound ways. I look forward to continuing that legacy, and I'm confident that together we can help improve the delivery of healthcare for the millions of patients we serve.

# ASK THE EXPERT:

## CHRISTIAN M. KELLY

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Christian M. Kelly is Corporate Vice President, Quality. He provides critical quality leadership for the company and ensures it demonstrates the FDA expectation of independent quality oversight. He has extensive experience with quality systems management for medical devices, biologics and drugs.

He holds a B.S. in Chemical Engineering from Case Western Reserve University and is pursuing his Ph.D. in Biomedical Engineering from Drexel University.



Christian M. Kelly | Corporate Vice President, Quality

# Q&A

**Q:** What are the macro issues that medical device companies are dealing with in terms of quality?

The biggest issues revolve around changing regulations and new international ones. Many countries are adopting European and U.S. regulations, so there is some standardization occurring. Also, we're seeing more consolidated audits where several countries are teaming up to give you one big audit as opposed to several smaller ones. It's very intense. We need to adopt the broadest quality systems to incorporate the ways every country wants to administer quality.





**Q:** How have FDA regulations impacted quality systems over the last couple of years, and what's the projection for the impact they will have moving forward?

Both drug and device regulations are changing. On the drug side, FDA is evaluating how we manage our internal data through data integrity principles, especially on higher-risk products. On the device side, we're seeing more demand on our staff given the consensus audits I talked about earlier. We need to fully understand how each country evaluates compliance and be able to accomplish their various demands at the same time.

**Q:** How are regulatory changes affecting quality in the contract manufacturing business?

Agencies across the world are saying that even if you outsource manufacturing, you are still ultimately responsible for quality. B. Braun's OEM Division has been strengthening our partnership with customers to make sure we're providing the data and resources they need to meet FDA demands. Fortunately, we have the knowledge and experience to assist contract manufacturing customers with data collection and analysis.

**Q:** We're all able to collect more data than ever before. How is it being used?

Sensors and data packages seem to get less expensive every year. While it's easy to collect data, the power comes in data analysis. We're starting to see robust AI platforms that help us crunch the data and make sense of it. We're already seeing AI used for maintenance calibration and run-time efficiency. It will come into other areas in even larger ways. We will be able to leverage our expertise in analytics to help our contract manufacturing customers understand what data to collect and how best to put it to use in their systems.

# IV SOLUTION EXPANSION

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**Leigh Nickens**

B. Braun's Director of Marketing,  
Fluid Therapy and Injectable Drugs

Search "saline" on Wikipedia, and you'll see the B. Braun logo on the fluid container illustrated under the medical entry.

It's fitting that a leader in medical fluids manufacturing should be pictured – especially as that leadership has extended to helping confront a nationwide shortage of critical medical solutions.

"During the last five years or so, hospitals, clinics and other users across the United States experienced chronic shortages of medical solutions," says Leigh Nickens, B. Braun's Director of Marketing, Fluid Therapy and Injectable Drugs.

B. Braun's long-term answer: the Solutions for Life initiative, a billion-dollar investment in meeting nationwide demand for these products, today and tomorrow. Besides its direct impact on patient care, Solutions for Life has major implications for OEM Division customers seeking to benefit from shared expertise and enhanced product availability.

Even a fluid as familiar and widely used as saline solution has often been in short supply. Saline is used to rehydrate patients and maintain blood volume. Along with dextrose solutions that increase blood sugar and keep up blood volume, saline is also used to deliver diluted drugs that shouldn't be given in concentrated form. The demand that goes with this "push" use of such products is one explanation for low supplies.

"Sodium chloride was on the shortage list until last November," Leigh says. "Actually, many factors have contributed to shortages, among them higher demand, manufacturing upgrades and FDA scrutiny."

Long before instituting Solutions for Life, as far back as the 1990s, B. Braun moved into the solutions manufacturing industry with the purchase of McGaw, Inc. In the years since, B. Braun has compiled a deep store of engineering, manufacturing and clinical knowledge around solutions. Many elements in this expertise can be useful to OEM customers.

"Contract manufacturing customers have been approaching us for some specialized solutions," Leigh says. "We have manufacturing capabilities for the EXCEL® IV container and for smaller premix products that benefit them. With the capability to serve OEM Division clientele in many ways, it's worked out very well."

In addressing the needs of contract manufacturing customers, B. Braun also brings substantial capacity advantages to the table. The company's Irvine, Calif., location has been modernized; a new factory in Daytona Beach, Fla., will further expand its production. Each state-of-the-art factory is geographically located to serve the volume needs of both hospital and OEM Division customers and expands the ability to address specialty solution requirements.

With plants on both coasts, delivery can be expedited, yet another important consideration. "Coming only from California, delivery trucks sometimes had to drive all night to get the product there," Leigh says. Having two locations also makes it less likely that a hurricane or other damaging event can shut down needed production. "Our investments have made a real difference to OEM Division customers – we've got a lot of capabilities to serve them."







## HIDDEN TREASURES: THE KNOWVEMBER KNOWLEDGE EXCHANGE

After Halloween and before Thanksgiving each year, many departments at B. Braun's Allentown, Pa., plant conceive and present ways to tell co-workers from other departments about their work – making it a point to have a good time while they're doing it.

This year's theme was "Hidden Treasures," so designs at the 20 display tables set up in the hallway at the manufacturing plant had a distinct pirate feel to them. Of course, more serious intentions were also in play, as participants demonstrated how their departments help get products developed, manufactured and shipped. They also shared their support for other units and showcased their opportunities for professional growth.

"We call the program KNOWvember, and it's been around for years," says B. Braun Trainer Laura Hawk. "It's an opportunity for the employees at our site to share their expertise in an engaging, creative and informative way. It sheds light on the inner workings of our departments and fosters our family-like culture."

It also aligns with a constant effort to make the OEM Division and all other departments work better and more effectively with each other through the sharing of information. Integration of knowledge at every possible level is coded into the DNA of B. Braun. KNOWvember is an expression of that deep commitment.

It gives associates a program for sharing their excitement about what they do and receiving similar enthusiasm and information from people in other parts of the company.

"The passion our people have for their work is the real thing," Laura says. "We want others to feel that when they walk among the Hidden Treasures tables."

Knowing more about what other departments do helps individual B. Braun workers become more capable in recognizing and synthesizing connections within the company. From an OEM Division standpoint, the connections make B. Braun a better contract manufacturing partner as all those nodes are creatively brought together.





"The positive feedback we get from KNOWvember shows that people enjoy learning more about what their associates in other departments are doing," Laura says. "Often what they thought they knew turns out to have been incomplete – so we're adding to the productive exchange of knowledge here."





## MEET THE TEAM



**Zac Coulson** | Engineer, OEM Product Development

Zac Coulson joined B. Braun in 2019 and immediately saw elements to appreciate in the work environment. "This is a very clean plant," Zac says, "and it was nice to find out how obliging everyone was."

But a deeper impression arose from a quickly recognizable mainstay of corporate culture. "Synergy is something Braun really emphasizes, collaboration between departments. That's huge here," he says. "There are people with tremendous experience, and things are structured to make sure what they know is shared."

A Temple University engineering grad with substantial experience in other manufacturing settings, Coulson found this way of doing things different and refreshing. The distinction was especially clear when he was assigned to a major project entailing modifications to an existing kit prepared by the Specialty Products Manufacturing unit. In the medical products world, that can be a complex matter indeed. Getting two new subcomponents qualified and added was far more manageable with access to a deep, broad pool of expertise.

In projects for contract manufacturing clients, Zac says, the account managers he works with are of the greatest assistance.

*"They're awesome. When we have questions from the customers, they get on them right away. They help us cover every essential phase of a project. Synergy brings out the best in everyone," Zac says.*

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**Andrew Hill** | Engineer, OEM Product Development

"It keeps me on my toes," says Andrew Hill of the substantial variety and challenge that his work as B. Braun OEM Product Development Engineer entails.

As he concluded his classroom education last spring, a challenge was just what he sought. Andrew had earned undergraduate and master's degrees in medical engineering from the University of South Florida when he landed a job at the Allentown plant in July. Immediately he was assigned to work on an important project in B. Braun's Southeastern Territory and another internal one.

"I've already seen what OEM does for its customers – there's tremendous commitment and accountability to them," Andrew says. "Working with people like Dawn Kentner (OEM Product Development Manager) and Mike Saylor (Senior Southeast OEM Account Manager) means you operate from a very specific understanding of the customer's needs."

*"As we complete our projects, it'll be satisfying to turn them over to the customers. Next year looks exciting in my region. Being here is a great opportunity to advance my career in the biomedical device field."*





**Matt Gentry** | Engineer, OEM Product Development

Expertise, according to Matt Gentry, Engineer, OEM Product Development, is amplified by the team approach B. Braun applies to projects in its OEM Division. "Instead of expecting the leader to know everything," Matt says, "we bring together experts in packaging, molding, quality, regulatory – everyone in the bunch is great at a specific thing."

The power of the teamwork approach was only one thing that caught Matt's attention when he joined the company last summer. In a large, well-established medical device company, he says, the collegial culture he found was unexpected. Even more so was an immediate opportunity to take charge of a project team.

Matt, who holds an undergraduate degree in biomedical engineering and an MBA, both from the University of Delaware, says he was surprised and pleased to have this kind of leadership responsibility. The team provided exceptional support to him as its leader, bolstered, in this case, by mentoring from a seasoned project engineer.

*"It's a great way to onboard a new engineer," he says. "Right from the start, you're applying the outstanding capabilities that others have. These personal connections are important – they help us do our best for the OEM customer."*

*"Expertise is amplified by the team approach B. Braun applied in 2019 to projects in its OEM Division."*







## EXCEL® IV:

### AN EVOLVING MARKET AFFIRMS THE VALUE OF AN ESTABLISHED OFFERING

Sometimes a medical need spawns a new product. Sometimes a mature product is ideal for an expanding need.

B. Braun's EXCEL IV container – an intravenous solution bag – has been proving its effectiveness for decades. Though not a new product, it embodies the company's profound manufacturing experience. EXCEL IV contributes effectively to patient care – and in a particular way, to current concerns of many of our OEM Division clients, who must be sure of the safety of their contract-manufactured products.

EXCEL IV containers can be delivered with a full line of solutions used in clinical settings, including basic saline, heparin premix, lidocaine and many other liquids. The chemistry used to produce the container uses neither polyvinyl chloride (PVC) nor the plasticizer DEHP. For certain medicines and other products, the use of IV containers that include PVC and DEHP can be a serious issue.

"Some contract customers are very concerned that there may be issues with leaching in IV containers," says Leigh Nickens, B. Braun's Director of Marketing, Fluid Therapy and Injectible Drugs. "In particular, this might affect the most vulnerable patients – neonates and the elderly, for example."

When certain medications – diazepam, nitroglycerin, cyclosporine or paclitaxel are examples – come in contact with PVC, there is potential for sorption of the drug and the release of DEHP into the fluid. Absorption of the active ingredient is also possible, with subsequent sub-therapeutic dosing.

Besides the groups Leigh named, other patient populations can be protected by products that avoid PVC and DEHP: pregnant and lactating women, pediatric patients, adolescent boys, and peritoneal dialysis and chemotherapy patients.

B. Braun's EXCEL IV containers minimize patient exposure to the toxic DEHP plasticizer. "That explains the increasing demand for EXCEL IV among contract manufacturing clients," says Leigh. "It all depends on the molecule they're putting in. Premixes are mostly coming through these days in these types of bags and avoiding leaching is the issue."

EXCEL IV containers are produced at our California facilities; during 2020, manufacture of EXCEL products is expected to begin at B. Braun's new facility in Daytona Beach, Florida.







# WHAT IS THIS?

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This seemingly simple “What is it?” question is a bit trickier than you might think. That’s because there’s something absent from the PVC tubing – DEHP.

B. Braun has removed the DEHP plasticizer from its tubing to improve patient safety.

Plasticizers are chemical compounds added to polymers to increase the flexibility and toughness of the finished product. Di (2-ethylhexyl) phthalate (DEHP) is a plasticizer commonly added to polyvinyl chloride (PVC) as a softener. Many industrial and consumer products contain phthalates. Humans can potentially be exposed to high amounts of the chemical.

B. Braun is investing over \$1 billion in U.S. manufacturing capacity to produce medical products not made with DEHP and continually research the development of new product lines free of DEHP and other potentially harmful compounds. Additionally, we actively support policies calling for the industry-wide reduction of these chemicals in medical devices in an effort to raise awareness and encourage change. Today, we remain a worldwide leader in the research and development of green manufacturing processes.

By choosing products that are made without DEHP, you can help eliminate potential toxins and other safety hazards that could affect healthcare staff, patients and the environment.

Now you know what it is – and what it isn’t!



## DE SALES UNIVERSITY AND B. BRAUN COLLABORATE TO DEVELOP HEALTHCARE PROFESSIONALS

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At DeSales University, Center Valley, Pa., the Gambet Center for Business and Healthcare is emblematic of how business and academia can forge healthy, beneficial relationships that help a multitude of audiences.

B. Braun Medical has proudly contributed to the training and the instruction environment made available to students and others at the center since 2013. Within this unique, collaborative working relationship, B. Braun has fulfilled several grant requests for medical devices to enable students to work with state-of-the-art technology in realistic situations.

The entire first level of the 77,000-square-foot Gambet Center is dedicated to undergraduate and graduate nursing as well as the physician assistant program. Students enrolled in DeSales Nursing programs utilize B. Braun products during training scenarios while enhancing their clinical skills. The university showcases the B. Braun Space™ Infusion Pump Platform in its 12-bed inpatient clinical skills lab.

"It's a great benefit for nursing and PA students to have teaching labs outfitted with B. Braun materials and equipment," says Peter Rautzhan, Associate VP for Strategic Initiatives at DeSales. "The type of equipment they will see in the clinical setting is the same they see at DeSales."

"B. Braun has donated an awful lot of equipment, which has deepened relationships with the PA and nursing programs," adds Dr. David Gilfoil, DeSales' VP for Marketing and Strategic Development. "We do a lot of training in the Gambet Center – both students and outside professionals."

Along with product training sessions, B. Braun often hosts customer site visits, group meetings and product launches at DeSales. In the area known as the B. Braun Experience Center, customers may experience our Synchronized Intelligence™ Infusion Platform, designed for advanced safety and efficiency with innovative infusion pumps, reporting software and systems integration that deliver actionable real-time data and analytic services.

The staff at DeSales University has been an integral part of the success of these events, always working with the B. Braun team to ensure that the center is adequately set up with the appropriate technology and on-site customer service.

"In addition to supporting academic training, DeSales also offers space for both Sales and Clinical training and B. Braun corporate events and meetings," says Gina Moore, B. Braun's Sales Training Operations Specialist. "B. Braun Corporate Trainers run an average of 16-20 training classes per year in the Gambet Center. Current training is focused on Automated Infusion Systems and Critical Care product for B. Braun Sales and Clinical Representatives."

"I can't stress enough how accommodating the staff has been at DeSales – in particular, their liaisons Jeffrey Richter and Michael Latham," Gina says. "From event scheduling to technical services, DeSales has opened their doors to B. Braun in a way that has forged a strong partnership. It all helps to advance our shared objective of providing high-quality healthcare training programs."





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You can read more about the quality systems approach and other industry topics at our Resource Center. [us.bbraunoem.com](https://us.bbraunoem.com)

# MEET THE SOUTHEAST SALES TEAM

## WARM SUN, WARM CONNECTIONS: THE SOUTHEAST TEAM

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Stretching from the mid-Atlantic to the Florida Keys, B. Braun's Southeast Region has enough pure Southern states – Virginia, the Carolinas, Georgia and Florida – to give it a distinctive flavor of Dixie.

The region's other four states – Pennsylvania, Delaware, Maryland and West Virginia – add a seasoning of their own. Still, whether contract manufacturing customers in this important region are very Southern or not so much, they respond to the same imperatives of customized service and expertise.

"It's not about only selling our products and services," says Mike Saylor, Senior Southeast Territory Account Manager. Now rounding out a quarter-century with B. Braun, Mike is responsible for sustaining and managing current and new medical and solution projects across the OEM Division. "It's about talking with the customer, understanding their business and then making sure you meet their needs and expectations – even if that means supporting them in other ways through the medical device industry." Assist them beyond actual project work, he says, and they'll remember when other opportunities arise.







Pictured left to right | Christine Edsoren, Kristy Spairana, Mike Saylor





Kristy Spairana, an Associate Account Manager who has spent half of her 14 years at B. Braun in the OEM Division, fills an essential role as liaison between the Southeast sales team and the manufacturing plant.

"I help write, gather and circulate documents through our quality approval process to distribute back to our customers to satisfy their requests," she says. "Ultimately we want the ease of doing business with B. Braun to be as complete as possible. When we're able to satisfy their needs in this way, all will benefit."

A Sales Service Associate on the Southeast team for just over a year, Christine Edsoren says her role is to provide product and service information. "Every customer is unique," she says. "By truly listening, evaluating and identifying the needs and expectations during each customer interaction, we achieve desired outcomes."

"I believe customers appreciate the work our team puts into their inquiries. They trust that we work hard to identify their needs and provide assistance. Given the life-saving end products that result from our collaboration, we genuinely want our customers to do well," continued Christine.





## THE TEAM'S TAKE ON THE SOUTHEAST



**Mike Saylor** | Senior Southeast Territory Account Manager

**Favorite Southeastern food?**

Barbeque! My favorite places are the Big Shanty Smokehouse, Kennesaw, Georgia, and The Pit in Raleigh.

**Place in the Southeast you would like to visit on vacation?**

I'd like to visit the Florida Keys, including the Key West area. There must be a customer there for medical products. If not, I'll find one.

**Something about the Southeast that folks can keep there?**

Traffic in Miami and Atlanta is horrible. Sometimes it takes more than an hour to go a few miles. I don't like the June bugs in Florida summers, and sometimes the humidity is unbearable.



**Kristy Spairana** | Associate Account Manager, B. Braun OEM Division

**Favorite Southeastern city or town?**

Anywhere with a beach! Life is a lot better at the beach.

**Regional phrase or custom I've noticed?**

They're all so nice down there! Everyone says hello to you instead of avoiding eye contact, which is a nice change.

**Something about the Southeast that folks can keep there?**

We have heat and humidity in Pennsylvania, but I'd like for the South to take it back and keep it!



**Christine Edsoren** | Sales Service Associate, Southeast Team

**Favorite Southeast city or town?**

Sorry, I couldn't pick just one. Sunset Beach, North Carolina, is such a great beach for walking or biking and is so peaceful. Charleston, South Carolina, and Savannah, Georgia – I love the cobblestone streets, history and charm of these cities.

**Place in Southeast that I'd like to visit on vacation?**

At the urging of my North Carolina customers, I'd like to head to the mountains of North Carolina for a visit.

**Something about the Southeast that folks can keep there?**

Boiled peanuts. An acquired taste I haven't acquired.





## STEPPING UP AND STEPPING OUT FOR ST. LUKE'S

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An athletic benefit event like the St. Luke's Via Marathon in Lehigh Valley, Pa., features lots of positive dimensions – fitness, friendly competition, volunteerism, support for a worthy charity, a chance to make new friends and visit with old ones, and just plain fun. Taken together, they add up to yet another priceless asset: the long-term strengthening of community ties.

More than 20 major sponsors – B. Braun Medical included – backed last year's races for Via of the Lehigh Valley, a charity that assists residents with disabilities. Races were held Sept. 8, with a pre-race expo and other activities the day before. From the starting line in Allentown, the 26.2-mile course took runners northeast along the Lehigh River to Scott Park in Easton, Pa.

Each sponsored event in the festival – marathon, half-marathon and relay marathon – supports the important work of the organization, which has assisted thousands of people in the region since its founding in 1952.

Commitment for the long run certainly applies to Jason Curtis, who has led B. Braun's participation for the better part

of two decades, back to the early 2000s when the event supported a different charity. "B. Braun is proud to be an integral part of an event that offers multiple opportunities for involvement," Jason says.

Under his guidance last year, company employees again donated their time and experience as race marshals, water station aides, entertainers performing in the B. Braun Band and other volunteer helpers. Still other associates competed in the races. Those lending a hand were gathered from the B. Braun offices and plant as well as companies in the B. Braun Group of Companies – Aesculap and CAPS®.

In addition to this rich investment of human capital from B. Braun personnel, the company itself has been a corporate supporter since the event's early days.

"Via works with individuals of all ages to gain life skills and develop friendships while learning how to take advantage of all our community has to offer," Jason says. "Our participation serves multiple purposes: team building, wellness, civic engagement and economic development – while supporting people with disabilities."

# HARMONY IN THE CHRISTMAS CITY:

## B. BRAUN AND BETHLEHEM'S MUSIKFEST

Bethlehem, Pa., the headquarters of B. Braun Medical Inc., offers many attractions – the renowned Bach Choir, an exceptional dining scene, several respected colleges with all their cultural and artistic events, the oldest bookstore in the United States and the hugely popular Christmas City holiday tradition. However, perhaps nothing delivers quite the warmth and joy of Musikfest, the largest free, non-gated music festival in the nation.

The 10-day musical and cultural celebration draws over one million people to see more than 500 acts (including stars in diverse musical genres) perform on more than a dozen stages. Visitors also revel in the great food, drink and fun Musikfest offers. Each year the festival delivers an unforgettable good time – and B. Braun is always part of it.

Since Musikfest launched in the 1980s, the company has been a cornerstone sponsor. Individually, many B. Braun associates are also proud to have helped develop Musikfest's delightful spirit from the very beginning. Ask Tom Black, Vice President, OEM and International Divisions.

"In the early years of the festival," he says, "we actually had employees take their vacation week during Musikfest, and a

few even rented an RV and parked it down under the bridge to enjoy the festival. Even though it has become more commercialized, all of us feel good about what it represents. We share great pride in showing off the Lehigh Valley as a nice place to live."

The OEM Division is only one part of the B. Braun community contributing volunteers to this tremendous community event. This year, 107 employees gave of their time and skills, the second largest contingent from any company or organization. Whether they're selling food tickets, serving beverages or working as ushers for concerts, they're all giving back to a city that gives them so much.

"To see what B. Braun has invested in Musikfest through sponsorships and volunteers," Tom says, "gives a wonderful feeling in the community, as well as internally. It supports team building in a variety of ways, from working together during the festival to attending musical events or just walking around and enjoying the atmosphere with colleagues."

Musikfest 2020 will be July 31–August 9. While the Lehigh Valley is always a great place to visit, there's no better time than during Musikfest!







## UPCOMING TRADE SHOW SCHEDULE

SHOW	LOCATION	DATES	BOOTH #
BIOMEDevice Boston	Boston Convention & Exhibition Center	May 6 – 7, 2020	421
MD&M East	Jacob K. Javits Convention Center	June 9 – 11, 2020	1329
MD&M Minneapolis	Minneapolis Convention Center	October 28 – 29, 2020	1423



# FLORIDA MEDICAL DEVICE SYMPOSIUM

May 11–12, 2020  
Hilton Carillon Park  
St. Petersburg, FL

Join your medical device industry peers in St. Petersburg, Florida for the annual Florida Medical Device Symposium—Florida's premier event for medical technology firms—featuring nationally recognized speakers, expert panels on regulatory issues and industry trends, company exhibits and quality networking opportunities.

*Presented By*



[WWW.FLORIDAMEDTECH.COM/SYMPOSIUM](http://WWW.FLORIDAMEDTECH.COM/SYMPOSIUM)



## WHAT I'VE LEARNED



**“It takes a multidisciplinary team to create devices that are safe, effective and intuitive — each team brings something valuable to the table.”**


*Melissa O. Alleyne, RN, BSN, OCN  
Medical Affairs Specialist II*



**“I’ve learned that there is much more going on behind the scenes than I ever imagined. I had no idea of all the hard work and dedication that go into making the products used every day.”**

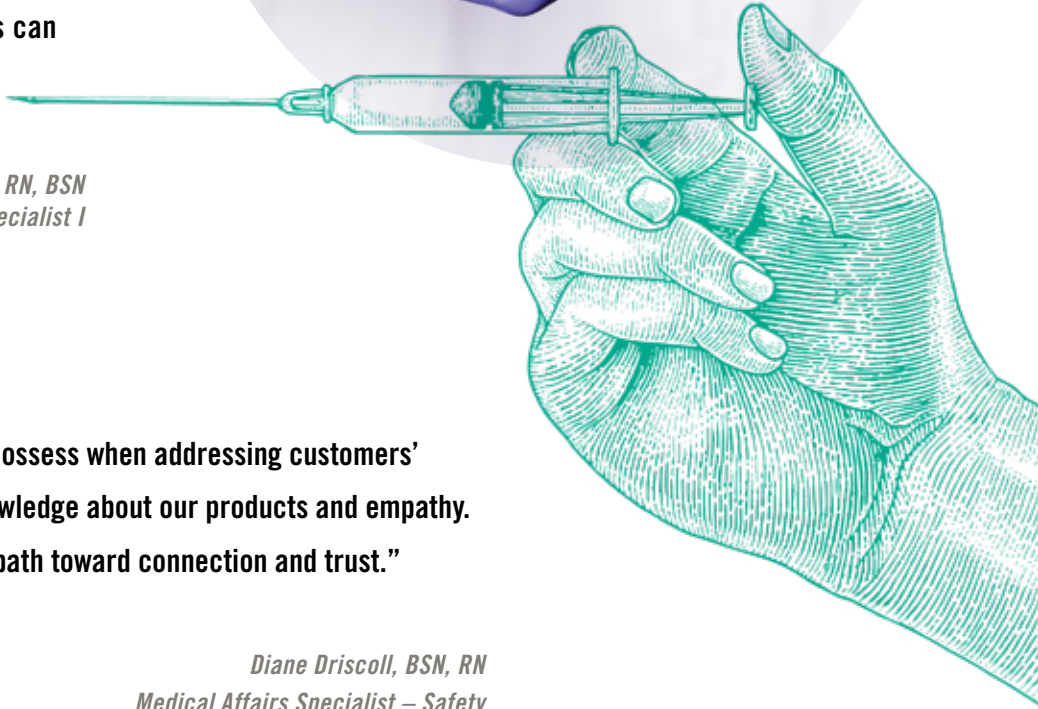
*Carin E. Radogna, BA, RN  
Medical Affairs Specialist II*





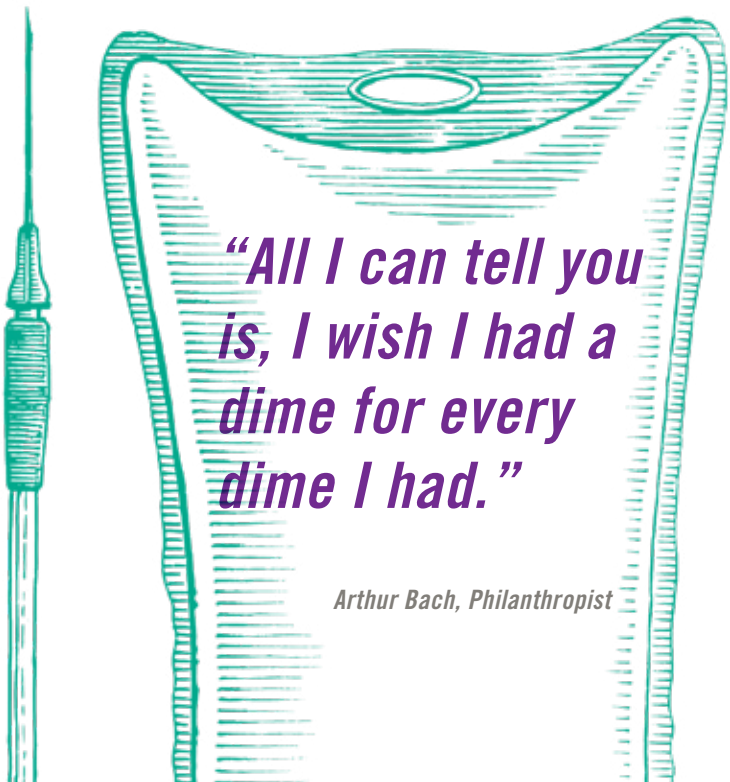

**“I was surprised at the amount of work and time needed before products can go to the market.”**

*Daniel Whitty, RN, BSN  
Medical Affairs Specialist I*



**“The two most important tools to possess when addressing customers’ concerns are a strong clinical knowledge about our products and empathy. They are instrumental in paving a path toward connection and trust.”**

*Diane Driscoll, BSN, RN  
Medical Affairs Specialist – Safety*



***“All I can tell you is, I wish I had a dime for every dime I had.”***

*Arthur Bach, Philanthropist*







## B. BRAUN HIDDEN OBJECTS PUZZLE

Find and circle all 20 B. Braun products as quickly as you can. Enjoy!

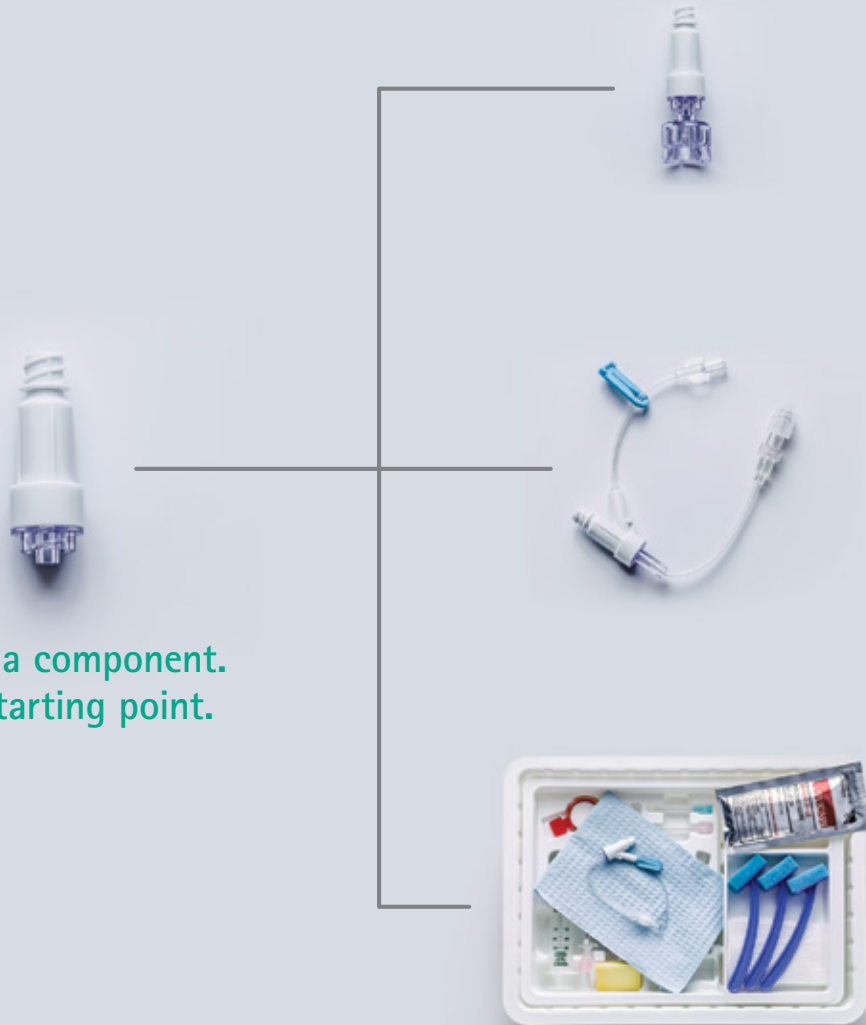
### FIND:

E3® IV Container	In-Line Micro Check Valve
Safecan™ Guard	Fluid Transfer Set
CARESITE® Needle-Free Y-Valve	Male Luer Lock Connector
Safecan™ Safety Introducer Needle ( <i>find 2</i> )	Low Pressure Normally Open Check Valve
Exadoral® Oral Syringe ( <i>find 2</i> )	Filter Straw
Introcan Safety® IV Catheter	Mini Pinch Clamp
Injekt™ Syringe	MINI-SPIKE® Dispensing Pin
MICRO PIN® Vial Spike	SAFSITE® Needle-Free In-Line Version with Shroud
Syringe Cap	Low Pressure Check Valve

### Answer Key:



It's not a component.  
It's a starting point.



## B. Braun's OEM Division. The only outsourcing partner you'll ever need.

Start with B. Braun OEM's deep product catalog. Add in some serious design and engineering skills. It means we can create a device, set or kit tailored to your exact specifications. Once we've finished designing, we'll handle everything from project management and manufacturing to packaging, sterilization and regulatory approval. With endless products and a full suite of capabilities, we're the ideal choice to speed your project to market.

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