

Kimberly-Clark Health Care and 3M Join Forces to Empower Central Sterilization Personnel

Kimberly-Clark Health Care and 3M Health Care announced today the formation of a collaborative effort to empower Central Sterilization (CS) personnel in America's hospitals. Designed to generate awareness and appreciation within hospitals for the CS department's critical role in the prevention of hospital-associated infections, the "I Am Central" campaign will be unveiled at the International Association of Healthcare Central Service Material Management (IAHCSCMM) conference held May 3 – 7 in Reno, Nev.

Kimberly-Clark and 3M will provide participating hospitals with a campaign toolkit which contains educational information, brochures, posters and Post-it® notes, all branded with the "I Am Central" theme. Hospitals are encouraged to kick-off an internal campaign to foster awareness about the importance and impact of the CS department within a medical facility.

Kimberly-Clark's Vice President of Global Sales and Marketing John Amat says that by ensuring medical devices and equipment are sterile and safe for use, CS personnel play a vital role in the continuum of patient care. "As market leaders, Kimberly-Clark and 3M recognize the need for increased awareness of the significant role that CS personnel play in enabling caregivers to perform their jobs with one less worry, which ultimately contributes to overall patient safety. We're proud to work together as a demonstration of our commitment to the vital, yet underappreciated, role of CS in the overall delivery of care," said Amat.

Doug Patton, global business manager for 3M Sterilization Assurance, added, "The 'I Am Central' campaign is our way of applauding the important contribution CS personnel make to providing the highest standard of patient care. Kimberly-Clark and 3M feel that hospitals will benefit from an increased awareness of all the ways sterilization professionals contribute to a hospital's ability to provide patient care, minimize healthcare-associated infections and reduce unneeded cost."

CS personnel can learn more about the "I Am Central" campaign and request a toolkit by visiting Booth No.12 at IAHCSCMM or by calling their Kimberly-Clark or 3M sales representatives. For more information, contact Kimberly-Clark at www.kchealthcare.com or 1-800-742-1996 and 3M at www.3m.com/infectionprevention or 1-800-228-3957.

ABOUT KIMBERLY-CLARK HEALTH CARE

Around the world, medical professionals turn to Kimberly-Clark for a wide portfolio of solutions that improve the health, hygiene and well-being of their patients and staff. As part of their healing mission, caregivers rely on Kimberly-Clark to deliver clinical solutions and educational resources that they can depend on to prevent, diagnose and manage a wide variety of healthcare-associated infections. This over \$1 billion global enterprise of Kimberly-Clark Corporation holds the No. 1 and No. 2 market share positions in several categories including infection control solutions, surgical solutions, pain management and digestive health. And throughout the care continuum, patients and staff alike trust Kimberly-Clark medical supplies and devices, KLEENEX tissues, Kimberly-Clark professional skin care products, and SCOTT towels for day-to-day needs. For more information, please visit <http://www.kchealthcare.com>.

ABOUT 3M HEALTH CARE

3M Health Care, one of 3M's six major business segments, provides world-class innovative products and services to help health care professionals improve the practice, delivery and outcome of patient care in medical,

oral care, drug delivery and health information markets.

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