

3M Offers Orthopedic Professionals Educational Resources Online to Provide Optimum Care in Casting and Splinting

- Innovative products remain hallmark of 3M Immobilization offerings -

Further demonstrating its continued commitment to building a strong educational platform for its customers, 3M Health Care today announced the launch of educational resources, now available on-line, for orthopedic healthcare providers. The comprehensive website - www.3m.com/immobilization - is designed to provide on-demand information and training within the orthopedic casting and splinting field.

“Casting and splinting options have evolved dramatically during the past decade, requiring orthopedic immobilization specialists, many of whom are learning on the job, to keep pace while managing patients,” said Dennis Graham, Immobilization Marketing Manager, 3M Health Care. “3M listened to our customers’ needs and we’ve responded with resources that allow healthcare providers to reference a wealth of web-based educational information, reducing their reliance on product vendors to conduct in-person training seminars. Interwoven in this web-based program is expert technical service staff, available to assist customers with specific product needs, applications, selection and problem solving.”

The 3M Immobilization website offers brief instructional videos that viewers can download free of charge. Topics include application of rigid casting for short arm casts, application and removal of soft cast for ankle wrap and application of splint for short leg posterior splint. 3M has also created a more streamlined customer communications portal on its website, including a free quarterly newsletter for which customers can sign-up on the site.

“The continuing education of casting technicians is a vital ingredient to furthering their careers,” said Graham. “3M is demonstrating its commitment to patient safety by helping orthopedic practitioners provide the best care possible. And we are continuing our long tradition of innovation by offering products designed to meet the needs of patients and healthcare providers.”

3M’s history of innovation includes the Scotchcast™ Wet or Dry Cast Padding. This cast padding allows patients to shower, bathe or swim while wearing a cast – giving patients the mobility they need to return to normal daily activities. Proprietary technology, developed in response to patient and provider demand, prevents padding from absorbing or retaining water and does not result in skin maceration. Special removal techniques are not required, and this novel approach to casting allows customers to meet all padding needs with only one product.

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.

For more information, visit www.3M.com

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