



Stand Apart
in Healthcare
with The Lifty



The Lifty is more than Just a Tool



The Lifty is more than a tool for healthcare professionals to easily remove vial caps from IV and injectables; it's a statement of your brand's commitment to the well-being of those professionals who serve patients benefiting from your medications.

Developed by healthcare professionals for healthcare professionals, The Lifty directly addresses the issue of repetitive strain injuries (RSIs), which are all too common in healthcare services.

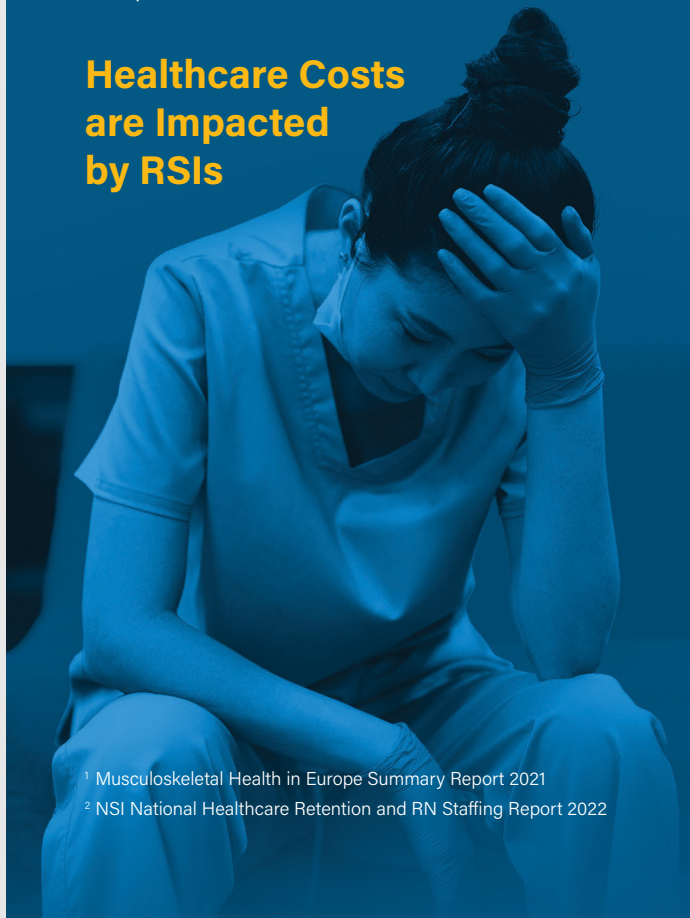


A Stand Against RSIs

Each RSI costs hospitals \$40,000¹ and contributes to a 26% turnover rate². The Lifty presents an opportunity for your brand to deliver not just medicine but solutions that reduce RSIs, resulting in major savings.

Additionally, The Lifty is a further safeguard against unsafe vial-opening practices by healthcare professionals suffering from RSIs, which may lead to further injuries, compromised care and waste.

Healthcare Costs are Impacted by RSIs



¹ Musculoskeletal Health in Europe Summary Report 2021

² NSI National Healthcare Retention and RN Staffing Report 2022

The Dual Benefit: Patient & Professional Care

For Patients:

The Lifty ensures ease of use and encourages adherence, keeping treatment options preferred and effective.

For Healthcare Professionals:

The Lifty significantly reduces the risk of RSIs, which represent 34% of all lost working days³, enhancing efficiency and reducing downtime.



40%

of injured hospital staff are silently suffering with unreported RSIs⁵



34%

lost working days due to RSIs.

26%

Hospital staff turnover rate due to RSIs

Brand Placement with a Purpose

The Lifty can be personalized with your corporate name or logo⁴, transforming it

into a tool that travels through every level of healthcare delivery—from hospitals to home care. It's an innovative contribution

that continually reminds users of your brand's dedication to health and professional wellbeing.

On average, each RSI costs hospitals **\$40,000**

³ Journal of Safety Research 2022

⁴ Innovative Medicines Canada (IMC) 2024

⁵ Injured Workers' Under Reporting in the Healthcare Industry 2010

Cleanable & Sterilizable Compatible with hospital-grade cleaners using Accelerated Hydrogen Peroxide (Virox® and Oxiver®) and can be sterilized through steam sterilization (Autoclave), ensuring safety and sterility in all healthcare environments.

Invest in a Safer, Healthier Future

Offer The Lifty to healthcare institutions and continue to make your brand synonymous with compassion and forward-thinking in the pharmaceutical industry.



Ask about branding options when you place your order and let The Lifty carry your message of care with every use.

The Lifty's affordability and branding opportunity, combined with bulk buying options and recurring order discounts, makes it a cost-effective solution to a costly problem.

Choose The Lifty - Your Brand's Ally in Health & Wellness

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