

YOUR SPACE

NEWS FROM THE CELLNASS ARCHIVE MANAGEMENT SERVICE

Introduction

With a seemingly endless winter finally over it's lovely to see greenery and blossom return to the world. While nature has been lying dormant, at CellNass we've been busy growing and improving our facilities: Since the last issue we've opened the second archiving facility, the dedicated cataloguing and recall centre and our new meeting room. It's wonderful after all the planning and hard work to see the facilities operational, offering a better, more efficient service to our growing number of customers.

We're pleased with the reputation we've gained for professionalism and best practice and it's satisfying

then that overseas partners in Denmark and the Netherlands are licensing our solution – benefiting from our bespoke software, CellTrak, as well as our expertise and guidelines – to implement comparable services and facilities. It represents another way in which the hard work we're doing is being recognised and translated into growth and expansion.

There are a number of exciting plans in the pipeline for the second half of 2013 and beyond – so do stay tuned. Until then, enjoy this issue of Your Space and (hopefully) the sunshine.



Best regards,
Paul Webber
Joint Managing Director.

Marathon Woman

Amanda Babington, the Head Biomedical Scientist at the Royal Berkshire Hospital in Reading, talks to a member of the CellNass team about her experience as a new client of the CellNass archiving management service.

When I spoke to Amanda she had that weekend completed a half marathon, and wasn't happy about it.

"I've hurt my foot, the weather was horrid and I was nowhere near my personal best time – this injury will also affect my training for the next one."

Though very friendly she clearly demanded a lot of herself and, I suspected, the 35 members of staff for which she's responsible.

As the organisation providing archiving solutions for Amanda and her department CellNass are part of her extended team, and I was keen to find out how she felt CellNass were performing, as well as exploring the reasons why the 4,000 staff Royal Berkshire Hospital (fittingly, where Catherine, the Duchess of Cambridge, was born) decided to choose the CellNass archiving solution.

"Originally we stored the blocks and slides on-site. Eleven years ago they were moved to a location off-site, in a side-building of the old hospital adjacent to the ambulance park. It was cramped, through two sets of locked doors and right in the centre of town – we have traffic problems! It also required sending staff away from the lab for quite lengthy periods, if and when a block or slide needed retrieval. It wasn't HTA licensed and we certainly needed a new solution anyway: That need was intensified when the old hospital site was put up for sale."

Colin Brewer, CellNass Manager, helped Amanda's predecessor **Jill Stinchcombe** with implementing the new arrangement:

"Though Jill and I had discussed the RBH's needs over a number of years the Hospital Trust had been quite resistant to using third-party remote storage and archiving. The HTA were not satisfied with their current

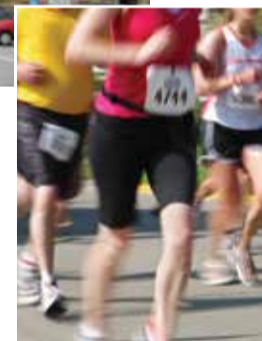
location and had already prevented the RBH from storing post-mortem material there, so we did have an earlier small contract for this material. When the site was sold the Trust finally agreed that CellNass were the best option for the material. It was in the nick of time, we collected the material just as the power was being turned off!"

Amanda has worked at the RBH for eight and a half years, and took over as the Head of Biomedical and Histopathology department when Jill moved on in January:

"Since taking over I've developed a good relationship with Myrna, my customer care contact – she's bubbly and a lot of fun. Of course, CellNass is HTA certified; we had our inspection in December and they were impressed with the arrangement."

Customer satisfaction is important to CellNass. Initial pickup involved a large quantity of both slides and blocks and, as an arrangement established by her predecessor, it's important Amanda feels comfortable with how it's working.

"CellNass is convenient for the RBH. Not only does it take away the need for a large site here in Reading, it's timesaving and requires little effort at our end. We don't use the retrieval system that often, perhaps only once a month, but when we do the slides we've wanted have been returned within promised service times. At present we have some limited on-site storage that is not quite full so we haven't actually sent any blocks or slides since the initial load last year. Once it's full I imagine we would do bulk pickups on a yearly basis to move 'years' at a time."



THE OMNISTOR WIN-WIN SOLUTION

The CellPath OmniStor range of block and slide cabinets provide a neat and innovative solution to what has hitherto been a costly and inefficient problem.

Previously, when a histopathology lab filled their on-site storage cabinet they would buy another one or it would be picked up and transported to the CellNass facility for archiving and storage, requiring us to return the metal cabinets if requested. Using metal cabinets is a costly system with health and safety issues.

With the OmniStor system, used in conjunction with specially designed cardboard boxes (or CellPath BluBoxes) the need for continual re-investment in cabinets is eliminated. The filled boxes – which fit neatly inside the OmniStor storage cabinets – can simply be lifted and transferred, either into long term storage such as the RacStor system or picked up directly for archiving at our facility. This solution saves your lab valuable time as personnel are not required to decant slides and blocks from metal cabinets into archive boxes. As Amanda Babington, Head Biomedical Scientist at the Royal Berkshire Hospital (and one of our first client hospitals to adopt the OmniStor system) noted: “Using OmniStor has made our storage easier, but the main thing is it’s cheaper – we no longer have to buy new metal cabinets!”

The OmniStor 2 cabinet can store blocks or slides, is stackable and is compatible with standard 48x48cm systems.

For a slide-only solution the OmniStor 15 provides all the advantages of the OmniStor system while also, through our innovative space design, fitting an extra drawer onto the 14-drawer standard for this footprint. This represents an extra 7% storage. There is also a drawer for Supa Mega slides and cassettes.

And as a further incentive to adopt this method CellNass will provide the specially designed cardboard boxes for free to service users, reflecting the efficiency savings made at our end during the archiving process.

“For the cost of buying a new cabinet you can pay for 15+ years of CellNass archiving.”

Divert your cost stream from cabinets to archiving at no extra charge!

With time and cost savings quickly apparent to your hospital the OmniStor system really is a win-win solution. If you’d like to take advantage of this system please contact your CellNass sales representative.



The CellPath Advantage

At CellPath we want to make it as simple as possible to do business with us while ensuring we offer the best service possible. It may seem old-fashioned at a time when many other businesses, including those within our sector, are introducing customer service automation, but we’re proud to declare an ongoing commitment to personal customer care.

This is why when you phone CellPath your first experience won’t be a frustrating list of computerised options, but the friendly voice of one of our experienced sales team. We spoke to **Stacey Mitchell**, Customer Care Supervisor, to discover what makes CellPath different.



Hi Stacey. How long have you worked at CellPath, and what do you enjoy most about your role?

I’ve actually been at CellPath for sixteen and a half years now. My fellow employees are great, as is working in a friendly workplace. I also enjoy giving our customers a good service and hearing that they are happy after speaking to us.

Why do you think it is important that people can go directly through to a person, rather than having an automated service?

Surely people would always prefer to speak to a person than a machine! Personally I find it frustrating having to use the automated systems, and I don’t think I’m alone in that.

How do you go about dealing with an unhappy customer?

I always listen and respond to the customer, and try to conduct myself in a friendly and professional manner. I think that goes for everyone else on the team as well.

What makes CellPath different?

CellPath are a family run business with dedicated staff. We are not part of a worldwide organisation, we listen to our customer’s ideas – and we’re innovative.

How important is customer care to CellPath?

Customer care is vital to CellPath – and that’s why a member of the team is dedicated to each customer. The customer will always know exactly who to contact, and have a direct number to contact them.

With committed and knowledgeable staff, managed by Stacey, the Customer Care Team will soon get to know you and your needs and are always on hand to offer advice, support or deal with any problems.

Second Archiving Facility Now Open For Business

The new second CellNass facility is now operational, doubling the original CellNass capacity. The upgrade guarantees space for existing customers, and ensures all future demand can comfortably be met.

The CellNass archiving facility is the largest of its type in the UK and reinforces our claim to being the national archive for cellular pathology and is fully compliant with HTA license requirements.

As part of the development workflow between different areas of the complex has been enhanced. The new dedicated cataloguing and recall centre improves efficiency, limits waste and helps us deliver a better service to our customers.

In the main facility temperature and humidity are carefully monitored, and all blocks and slides are protected against fire (and the effects of the advanced sprinkler system). The storage system has been designed so that your blocks and slides are kept in optimum conditions, and are easily retrievable.



The New Indexation Centre

If you'd like to visit the new facility please contact the Customer Care Team on
01686 611 333.

Confidence in CellNass



Mark Orrell is the Histology Laboratory Manager at the Bristol Royal Infirmary, a hospital that's been using the CellNass service for 5 years. As an established client relationship we were interested to find out how things were going, and whether he was satisfied with the arrangement.

"It's certainly an improvement on our earlier site! Previously our archive was stored remotely: That meant half-day trips to collect cases – which meant we also batched collections (which wasn't ideal at all). The location also suffered from extensive damp."

"We needed HTA compliance and the fact CellNass had it then – and of course still do – gave me confidence in the service. The HTA compliance means I can relax about the off-site storage."

At CellNass building strong client relationships and delivering trusted service is paramount to us, which made what Mark said next particularly satisfying:

"I'm extremely happy about the service. The communication is good and I'd happily recommend CellNass to other hospitals."

"Ultimately, using CellNass takes the hassle out of archive management. And retrieval is simple – a phone call enquiry or email and the case is with us the next day."

You are welcome to visit CellNass for a tour of our facility.

To arrange a visit contact CellPath's Customer Care Team on **01686 611 333**. Your local Territory Manager will contact you with further details and an invitation to visit us at Newtown.





Colin's Column

CellNass continues to go from strength to strength.

Late 2012 saw the unveiling of the second facility so that we're now even more equipped to deal with your material archiving requirements. As a part of this upgrade we've established a dedicated cataloguing and recall centre, the design and layout of which saw major input from relevant staff. As a consequence it is now an intuitive, efficient and innovative space.

Talking of efficiency, we realise at CellNass that in the current economic climate – and that includes Cellular Pathology – savings in costs and time are needed and appreciated. Many of you will be aware of our 'rolling programme', a scheduled collection of material, ably administered by our own Rob Jackson & Simon Owen. In this programme the standard archive boxes are provided free of charge on the understanding that we uplift approximately the same number of boxes in that year.

One of the major costs involved in uplift and cataloguing concerns the time it takes to transfer material from steel cabinets to cardboard, ready for long term archiving. In order to make the entire process more efficient we have implemented the OmniStor 2 on-site storage option. With the OmniStor 2 system you get a range of benefits: The convenience and neatness of the metal cabinets; the cost-benefit of cardboard boxes (or BluBoxes); and it eliminates the need for double-handling the material. Please see the article on page 2 for further information.

The more observant amongst you may have noticed we've made some subtle changes to our regular CellNass boxes. I'm sure your resident black belts in Origami – often the MLAs of course – will have noticed a very slight 'crinkling' to the box edges, this is to make the edges less likely to inflict 'paper cuts' during assembly. We at CellNass hope you appreciate the extra mile we go for the safety of our customers.

Colin Brewer
CellNass Manager

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Ready to meet you...

CellNass is pleased to announce the completion of the new meeting room.

This new area provides a suitable place for education, briefings and meetings and extends and improves our range of facilities for both staff and visitors.

Located at the very centre of our complex – next door to our dedicated cataloguing and recall centre, and the new second-archiving facility – we are confident the new room will provide an interactive and inviting space in which customers and visitors can learn more about what we do.



New range of **CellTec laboratory instruments**

CellPath have launched a new range of UK manufactured products that provide space saving solutions for use in the laboratory. There are five items in the new CellTec small laboratory instruments range and we've used all our experience and expertise to design products that maximise usability and workflow efficiency while minimising the footprint.

The latest addition to the CellTec range is the CellScan Rapid Cassette/Slide Scanner.



The CellScan makes reading a 2D barcode simple, and transforms specimen tracking and on-demand slide printing into an efficient and seamless workflow step.

This product utilises positive cassette location and incorporates a specially designed removable cassette plate, eliminating the possibility of user error in the scanning process. The CellScan ensures every cassette is read accurately every time, leaving your staff free to focus on other tasks.



The CellTec Tissue Section Bath is a classic circular design with a generous inclined rim for resting hands whilst working, and a deep bowl allowing slides to be dipped at any angle. The optional lid improves temperature

control of the bath, reduces evaporation and prevents dust and pollen from settling on the surface of the water.



The CellTec Slimline Section Dryer has been designed to provide maximum drying area whilst taking up minimum of bench space in the laboratory. The instrument has 'wipe clean' touch pad controls providing accurate control of the

drying temperature. It has an ultra fast heating system for rapid warm up and a wire shelf is supplied – increasing drying capacity and allowing efficient drying of the tissue sections.



The CellTec Block Trimmer allows users to remove excess paraffin wax efficiently from the outside of tissue cassettes without risk of damage to printed text or barcodes and with improved safety for laboratory staff. Melted paraffin wax is collected in a disposable collection pot.



The CellTec Slimline Slide Drying Hotplate is designed to dry paraffin tissue sections efficiently with a minimum of laboratory bench space. The instrument features a digital temperature control that provides accurate

control of the drying temperature and is coupled with an ultra fast heating system for rapid warm up. Microscope slides are supported on moveable rails that allow heated air to pass underneath the slides for accelerated drying. An optional stainless steel lid is available for reduced drying times and improved heating efficiency.