

ASSET LIFECYCLE MANAGEMENT: WHO CARES?



Asset Recovery Expert

FIRST CASE



Ashley Jackson

VP Asset Management Solutions | Mazree

First Case Asset Recovery Expert™:

Asset Lifecycle Management: Who Cares?

An Introduction to Lifecycle Management for Medical Devices

Ashley Jackson | VP Asset Management Solutions @ Mazree

Asset Lifecycle Management is a unique approach to maximizing the value of your assets throughout their lifecycle. In the hospital environment, this includes all the equipment within the environment of care. From acquisition to disposal, lifecycle management helps you get the most out of your assets while minimizing costs and risks. Whether you're a hospital administrator looking to optimize your operation in a cost-effective way, or you're a clinician looking to keep up with the latest trends of medical technology, lifecycle management has something to offer. So, are you ready to take control of your hospital assets and optimize their value? If so, then Asset Lifecycle Management is the way to go!

While asset management exists in just about every industry, the hospital can make for a particularly challenging environment. Various groups are responsible for different parts of the process which can lead to disjointed management, conflicting priorities, and poor coordination. In addition, oftentimes these groups are utilizing different software to support their workflow with 'poor' to 'no integration'.

With no standard of how assets are managed, equipment replacement priorities can easily become a matter of 'whoever screams the loudest', and necessary equipment replacements can fall through the cracks.

So, why does it matter?

- **Financially Beneficial** -> Effective lifecycle management can significantly reduce spend for hospitals in both cost savings and cost avoidance.
- **Optimized Workflow** -> Unnecessary redundancy can be eliminated by the centralized management of the assets.
- **Patient Safety & Patient Care** -> Standardization helps to reduce cybersecurity risk, increase system support quality, and to streamline clinical workflows by minimizing unnecessary equipment variation that contributes to errors.

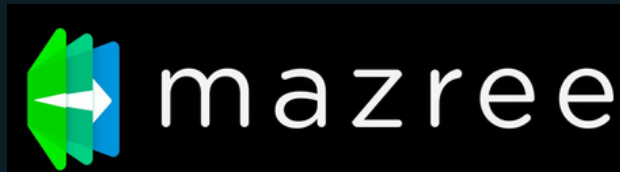
In this Expert Series, we will discuss best practices for each section of the Asset Lifecycle.

Have more questions for this expert? Contact Ashley at ashley.jackson@mazree.com

Asset Recovery Expert Series™ Biography:

Ashley Jackson

VP of Asset Management Solutions



Ashley Jackson is the VP of Asset Management Solutions at Mazree. With several years of experience at Memorial Sloan Kettering Cancer Center as a Biomedical Engineering Manager, Ashley is a foremost expert in Asset Management. She now oversees the development and implementation of Mazree's innovative and advanced Lifecycle Management CMMS product set to launch in 2023.

Ashley is passionate about implementing technology-driven solutions to optimize operations in the hospital. She strives to find new and innovative ways to enhance patient care by focusing on delivering key outcomes, building amazing collaborative teams, and quickly adapting to feedback from stakeholders. Over the years, Ashley's ability to develop, scale, and optimize solutions has garnered recognition and made tangible differences. Ashley is a supporting author for the book *Leveraging Technology as a Response to the COVID Pandemic*, which is available now on Amazon. Additionally, Ashley was awarded The Robbins Family Award for Excellence in Collaboration for her work in the onset of the Covid-19 pandemic.

Now, she is taking the lessons learned from the hospital setting to her new role at Mazree by helping create software which will greatly improve the hospital's ability to effectively manage the full lifecycle of their medical equipment.

When she is not working, Ashley is an avid musician and loves spending her time singing or playing the piano/guitar.



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