

# NURSING HOMES & ELDERCARE

## INDUSTRY HANDBOOK



RADIC8 DISTRIBUTORS ONLY — FOR INTERNAL USE

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# CONTENTS:

1 Introduction

2 Messaging

3 Key Principles

4 Messaging Examples

5 Applications

6 Bedrooms

8 Communal Spaces

10 Restrooms

12 Corridors

14 Sales

15 Typical Sales Case

16 Industry Pressures

18 Testimonials

20 Glossary

We Share  
Clean Air





# INTRODUCTION

Eldercare, nursing homes, and frail care facilities are places for the elderly and infirm to live in comfort and with dignity, and – given the vulnerability of their residents – every care should be made to ensure the safety and hygiene of facilities. However, one hygiene challenge has for too long gone unresolved, and until recently was nearly impossible to overcome – the quality of indoor air.

The care home industry is one of our top priority sectors. It's here that our technology can immediately benefit a group of people who are most at risk in an environment that has both a major indoor air quality burden as well as a high duty of care. Recently, demand for clean air in eldercare facilities

has skyrocketed and Radic8 wants to ensure that our reliable and efficient technology is there to protect our loved ones and those in need of extended care.

We are excited to be able to bring our technology into nursing homes around the world, and hope you will join us on our mission of empathy, kindness, and – above all – desire to share clean air.

If you have any questions, please don't hesitate to contact your Radic8 Account Manager or send an email to [sales@radic8.com](mailto:sales@radic8.com) for general sales-related enquiries.

*The Radic8 Team*

# MESSAGING

01

# Key Principles

VIRUSKILLER™ is the clean air technology at the forefront of indoor air safety. Helping to deliver improved indoor air quality for the wellbeing and comfort of the elderly and their caregivers, VIRUSKILLER™ builds trust and provides reassurance that the problems associated with poor indoor air quality are being solved.

- **Speak with empathy.** Speak about real people, real problems, and the need to care for our loved ones and family. Wellbeing, comfort, and dignity.
- **Use the term ‘residents.’** These are homes in which *residents* live – they are not customers, occupants, or ‘beds’.
- **Recognize the vulnerability of the elderly.** However, do so without stripping them of their agency, intelligence, or sense of humour.
- **Don’t forget everyone else.** Clean air is also important for the visitors – friends and family – and crucial for the comfort and working conditions of caregivers and staff.
- **Don’t mention dread diseases.** Avoid all mentions of HIV/AIDS, cancer, or similar dread diseases.
- **Don’t make unsubstantiated health claims.** Remember that VIRUSKILLER™ is an *additional* safety and hygiene measure – it is not a cure.
- **Mention COVID-19 sparingly.** The major issues regarding indoor air quality were present in nursing homes long before COVID-19 (SARS-CoV-2). Our story is one of complete daily indoor air safety – not only during a pandemic.
- **Ensure all messaging is compliant.** As always, ensure messaging and claims in your market or region have been approved by your internal compliance processes.

## Messaging Examples

*Complete indoor air safety for the elderly and their caregivers*

*Clean air for residents' wellbeing and comfort in nursing homes*

*A safer living and working environment for your care facility with VIRUSKILLER™*

*World-class clean air for residents, staff, and visitors*

*Premium odor control for care facilities with VIRUSKILLER™*

*Clean, fresh air for wellbeing and dignity*

*Reduce indoor air contaminants in your nursing home with award-winning clean air technology*

# APPLICATIONS

# 02

# Bedrooms



VIRUSES



BACTERIA



MOLD



FUNGI



VOCs



PM



PAH



OZONE

NO<sub>x</sub>

ODORS

## Basic Application

**1 x VK 401 (wall mounted). Low fan speed for quiet bedroom operation.**

Wall mount a VK 401 to consistently draw airborne pathogens away from the breathing zone — preferably centrally, facing, or above the bed.



1-2 OCCUPANTS

20 M<sup>2</sup> / 215 FT<sup>2</sup>

AIR CONDITIONING, WINDOWS



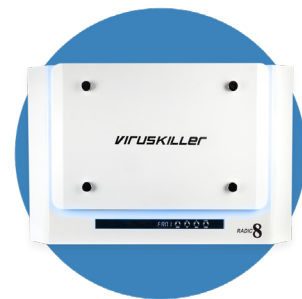
LOW TRAFFIC



HIGH NOISE SENSITIVITY



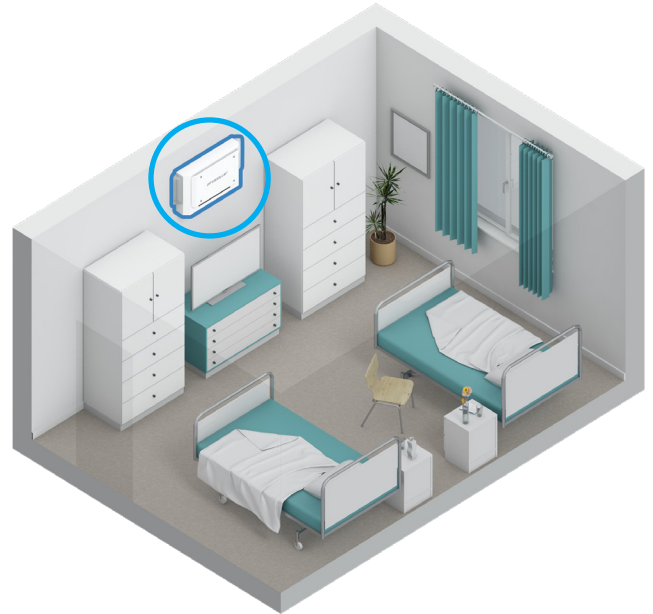
VK 401



## Variations and Considerations

### Shared bedroom

In rooms where two or more residents share the same space, place the VK 401 between their breathing zones. Moreover, it will draw in contaminated air that enters the room from the corridor or that is brought in by visitors and staff.



### Air conditioning (AC) units

AC units can create a strong, secondary airflow within the room that can either increase or decrease the efficiency of the unit. Positioning a VK 401 below or too close to an AC unit will reduce its efficiency.

VK 401 near AC:



VK 401 opposite AC:



# Communal Spaces



VIRUSES



BACTERIA



MOLD



FUNGI



VOCs



PM



PAH



OZONE

NO<sub>x</sub>

ODORS

## Basic Application

**1 x VK 102. Medium or high fan speed for maximized real-time protection.**

Position the VK 102 to separate the breathing zones of the groups of people, while ensuring contaminated air and aerosols released into the air can reach the unit's inlet.



5–15 OCCUPANTS

40–100 M<sup>2</sup> / 430–1076 FT<sup>2</sup>

AIR CONDITIONING, WINDOWS



HIGH TRAFFIC



LOW NOISE SENSITIVITY



VK 102



## Variations and Considerations

### Areas separated by walls or large furniture

In communal areas where the room is split into multiple zones, a single unit may not suffice. Contaminated air needs to be drawn towards the unit as directly as possible. In this case, place separate VK 102 or VK 401 units to treat the air in multiple zones.



### Cluttered rooms

For VK 102 and VK 103 units to be efficient, they need to be able to draw contaminated air down and away from all or most of the breathing zones, and into the inlet at the bottom of the unit. When the arrangement of furniture in a room does not allow for efficient movement of air at floor level, place one or two wall-mounted VK 401s instead, depending on the size of the room.



# Restrooms



VIRUSES



BACTERIA



MOLD



FUNGI



VOCs



PM



PAH



OZONE

NO<sub>x</sub>

ODORS

## Basic Application

**1 x VK 401 (wall mounted). High fan speed for rapid air changes and odor removal**

Position the VK 401 so that it can draw contaminated air from as close to the source as possible.



1 OCCUPANT

10–20 M<sup>2</sup> / 108–215 FT<sup>2</sup>

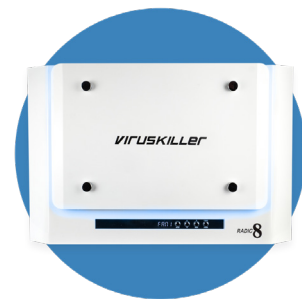
MODERATE TRAFFIC



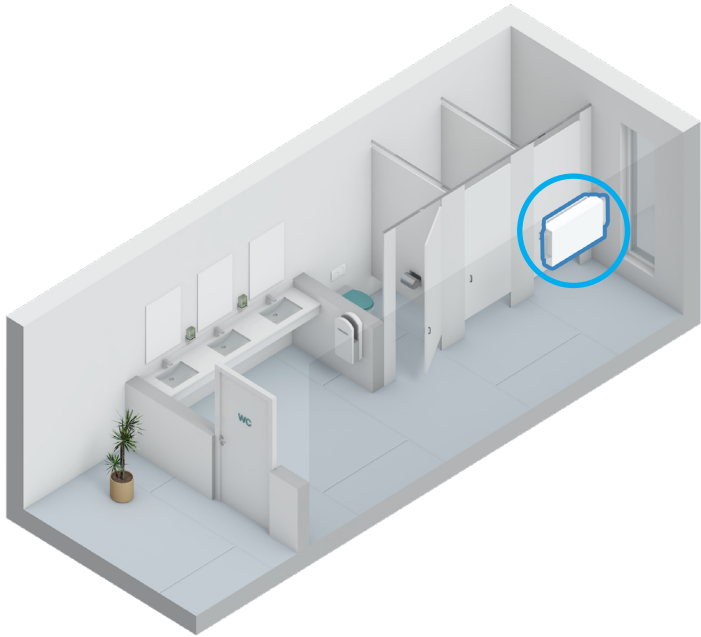
LOW NOISE SENSITIVITY



VK 401



## Variations and Considerations



### Cubicle restrooms

Cubicles might impede the movement of air, reducing the efficiency of the VK unit. Ideally, the cubicle door should remain open when not in use to allow for faster air changes.

### Restrooms with showers

VIRUSKILLER™ units are not suitable for use in spaces with high humidity (above 80%) or in spaces where they may come into direct contact with water.



### Tight spaces

Restrooms tend to be small spaces with limited choice for placing a unit. For installation close to a corner, ensure the laminar airflow hoods are installed.



# Corridors



VIRUSES



BACTERIA



MOLD



FUNGI



VOCs



PM



PAH



OZONE

NO<sub>x</sub>

ODORS

## Basic Application

**1 x VK 401 (wall mounted). Medium fan speed for constant airflow over long distances.**

A single VK 401 should be placed along corridors above head-height – around 2m up. Leave a space of at least 30cm from the ceiling to allow for easy access to the filters.



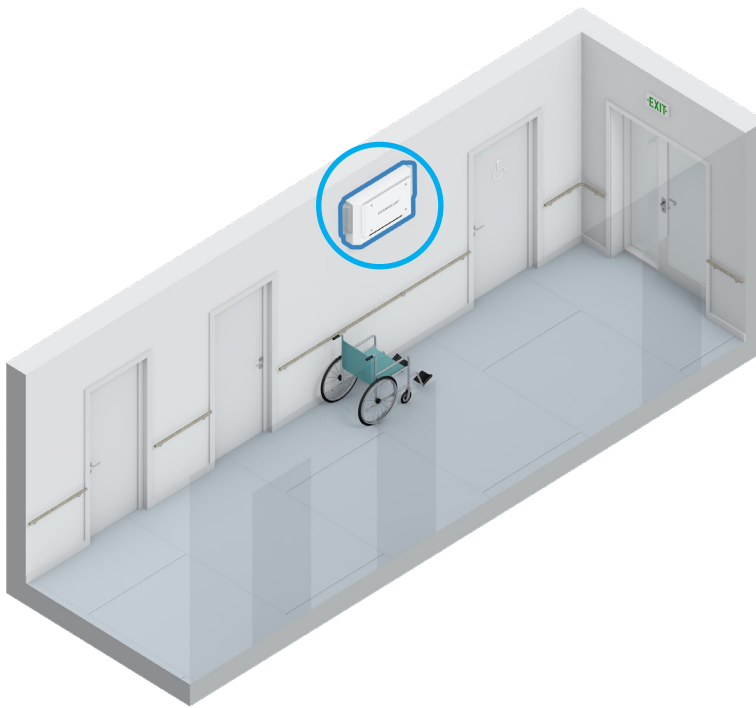
1-5 OCCUPANTS

60 M<sup>2</sup> / 645 FT<sup>2</sup>

HIGH TRAFFIC



MODERATE NOISE SENSITIVITY



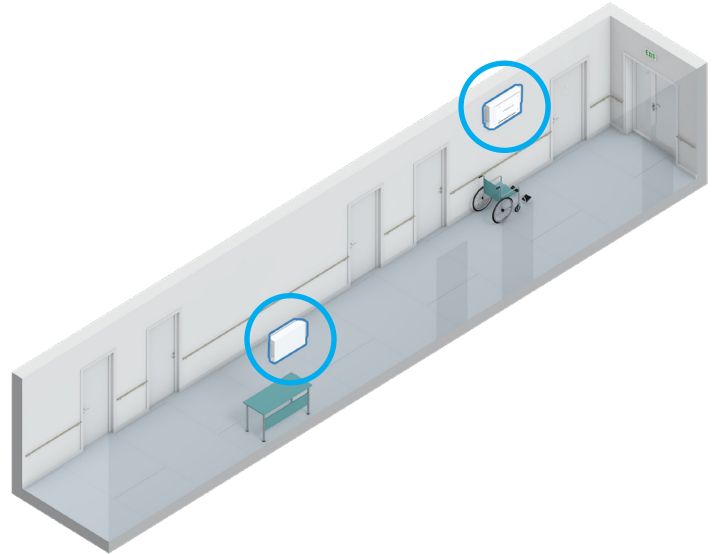
VK 401



## Variations and Considerations

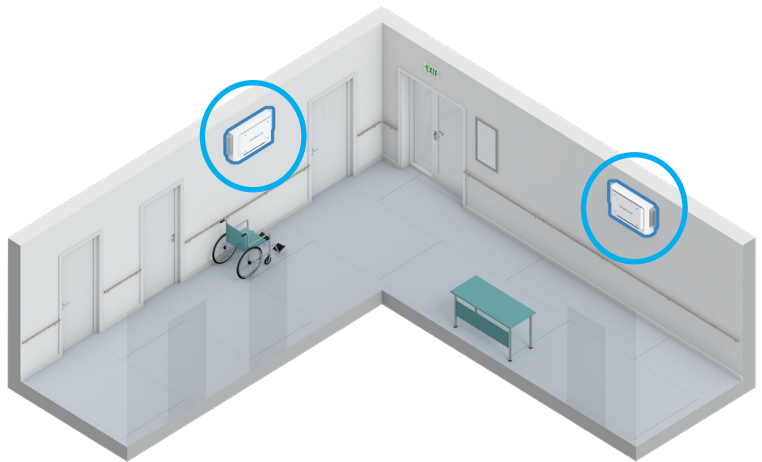
### Long corridors

The airflow dynamics in a long, narrow corridor are different to those of a square room. Place more than one wall-mounted VK 401 in spaces greater than 60m<sup>2</sup> on opposite walls.



### L-shaped corridors

In an L-shaped corridor, the air from around the corner will not efficiently reach a single unit. Place two units on the walls perpendicular to each other.



# SALES

# 03

When dealing with nursing home and care facilities, a two-phased sales approach is common, with a procurement manager pitching the product to the facility's board of directors or administrators for approval.

It is vital to remember that their priority is the dignity, comfort, wellbeing, and safety of the elderly residents in the home, and that their needs will always take preference in the decision-making process. Expressing empathy and consideration will go a long way in displaying an understanding of the intricacies of the industry.

## Typical Sales Case

| Room               | Room Qty. | Hextio   | VK 401    | VK 103   | VK 102   | VK Medi  |
|--------------------|-----------|----------|-----------|----------|----------|----------|
| Bedroom            | 20        |          | 20        |          |          |          |
| Communal Area      | 2         |          |           |          | 2        |          |
| Corridors          | 10        |          | 10        |          |          |          |
| Dining Area        | 1         |          |           |          | 1        |          |
| Office             | 2         | 6        | 1         |          |          |          |
| Reception          | 1         | 1        |           | 1        |          |          |
| Staff Room         | 1         |          |           | 1        |          |          |
| Toilet             | 6         |          | 6         |          |          |          |
| <b>Unit Total:</b> |           | <b>7</b> | <b>37</b> | <b>2</b> | <b>3</b> | <b>0</b> |

# Industry Pressures

## Financial

Nursing homes, just like any other business, have countless expenses for which they need to budget, and those that have not factored in the cost of clean indoor air will need guidance on understanding the return and necessity thereof.

### CLEAN AIR BUDGET

The investment of clean air technology should not be considered a luxury, but rather a line item to futureproof the facility and enhance the wellbeing of residents, as well as to improve working conditions for staff. Consider sales messaging aligned with the core idea of a **clean air budget**.

### ALL-IN-ONE SOLUTION

Conventional air purifier systems take care of one type of pathogen — particulate matter that can be mechanically filtered — and perhaps, some carbon filtration to neutralize VOCs. VIRUSKILLER™ is an all-in-one solution that treats all three major categories of indoor air pollution — particulates, gases, and infectious organics — and offers a measure of futureproofing when it comes to added protection against negative wellbeing risks.

### LOW INSTALLATION AND RUNNING COSTS

With almost two decades of research and development under its belt, VIRUSKILLER™ is able to achieve incredible performance without long-term overheads in terms of maintenance or installation costs.

- **Plug-and-play operation** means no complex, messy, and disruptive renovation is required. No downtime, no army of contractors.
- **Energy efficiency** means minimal impact on electricity consumption.
- **Low maintenance** means less time servicing devices with easy, user-replaceable filters.

## Regulatory scrutiny

Nursing homes regularly undergo inspections to ensure standards are adhered to in order to protect the elderly, as well as to identify any risks that might pose a threat to the wellbeing of the residents and staff.

The presence of VIRUSKILLER™ is a clear signal that a venue is taking its duty of care to residents and staff seriously. When coupled with standard safety and hygiene measures – PPE, surface sanitization, and disinfection procedures – facilities equipped with VIRUSKILLER™ will be seen as having gone above and beyond, which will act as a powerful symbol of reassurance for every resident and member of staff.

## Odor control

While odors may not be as high a priority for some industries, odor prevention and control is crucial in nursing homes and eldercare facilities. As a significant measure of perceived indoor air quality and overall cleanliness of a facility, neutralizing unpleasant odors in nursing homes is one of the most important factors that will determine the work satisfaction of staff and dignity of residents.

Be bold and address this issue – it will be a clear sign that their challenges are understood, positioning a more relevant and empathetic sale.

# TESTIMONIALS

04



### Majesticare

UNITED KINGDOM

*"We added VIRUSKILLER™ to residents' rooms, our safe indoor visiting rooms, and throughout our homes to not only safeguard against the spread of airborne viruses and bacteria, but to also mitigate the adverse effects of air pollution on respiratory and mental health."*

**Saskia Binns, Majesticare**



### Rough Lee Home

UNITED KINGDOM

*"Our staff have really seen a difference. The residents are much happier, too. Visitors have also commented when they come in that it's not like an ordinary care home with unpleasant odors."*

**Andrea Buckley, Registered Manager**



### Hawthorn Court Care Home

UNITED KINGDOM

*"This is the first time I have not had to step outside for my fresh air break as breathing inside is easy and feels fresh. Within the first day of the VIRUSKILLER™ units being installed, we immediately noticed that the constant terrible smells we are so used to were gone!"*

**Staff at HC-One**

# GLOSSARY

| Term            | Description                                                                                                                                                                      |
|-----------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| CO              | Carbon monoxide                                                                                                                                                                  |
| COPD            | Chronic obstructive pulmonary disease                                                                                                                                            |
| IAQ             | Indoor air quality                                                                                                                                                               |
| NO              | Nitric oxide                                                                                                                                                                     |
| NO <sub>x</sub> | Nitrogen oxides                                                                                                                                                                  |
| NO <sub>2</sub> | Nitrogen dioxide                                                                                                                                                                 |
| O <sub>3</sub>  | Ozone                                                                                                                                                                            |
| PAHs            | Polycyclic aromatic hydrocarbons                                                                                                                                                 |
| PM              | Particulate matter                                                                                                                                                               |
| SO <sub>2</sub> | Sulphur dioxide                                                                                                                                                                  |
| UTI             | Urinary tract infection                                                                                                                                                          |
| VOCs            | Volatile organic compounds. These include benzene, butadiene, carbon tetrachloride, ethylene glycol, formaldehyde, methylene chloride, tetrachloroethylene, toluene, and xylene. |