



Picture Archiving Communication Systems (PACS) – March 2016

GUIDANCE FOR CONDUCTING AN EFFECTIVE ON-SITE PRODUCT DEMONSTRATION & EVALUATION

This document has been developed by MEDEC in consultation with healthcare organizations to provide guidance to Membership and to prospective purchasers on how to prepare for and conduct effective on-site product demonstrations and evaluations.

The objectives of this document are to: i) promote consistent, fair and transparent processes within the vendor community, ii) encourage accountability for public funding and optimal allocation of resources and iii) ensure that all stakeholders (hospitals, independent healthcare facilities, purchasing organizations, and vendors) maximize the benefits afforded by on-site product demonstrations and evaluations through a consistent understanding of the key requirements.

A “Checklist” has also been included in the Appendix to assist the Demonstration Co-ordinator in preparing for and documenting key elements of a successful demonstration process.

Definition:

On-site product demonstrations & evaluations are situations where healthcare organizations evaluate equipment in their own clinical environment on a short term basis in the presence of the vendor company as part of the equipment selection process. The equipment remains the property of the company over the course of the evaluation. The company in consultation with the healthcare facility shall determine if providing an on-site demonstration/evaluation is appropriate in each circumstance.

For equipment where the care, custody and control does not remain with the vendor, policies and documentation related to “loaning equipment” will apply.

Stage One: Pre-Demonstration & Evaluation Requirements

1. Notice of Demonstration

Upon short list notification and a request to provide product demonstrations, MEDEC members will use best efforts to arrange such demonstrations as soon as they are able. Based on the availability of the appropriate equipment and resources, this planning and co-ordination could take up to 4-6 weeks.

In the event that the demonstration or evaluation needs to be cancelled by either party, a minimum of 5 business days written notice will be provided.



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2. Demonstration & Evaluation Agreement

Any required Demonstration Agreement should be communicated well in advance of the demonstration date and signed by both parties prior to commencement of the demonstration.

3. Key Information and Requirements prior to Demonstration & Evaluation

In order to optimize the demonstration, the following information should be shared and agreed to by all parties prior to the demonstration or evaluation:

- Where appropriate, confirm that staffing levels are adequate in order to allow sufficient time for appropriate staff to attend the demonstration and evaluate the equipment
- Agree itinerary that clearly identifies what will be presented during the demonstration and the types of procedures to be evaluated
- Identify evaluation criteria, key stakeholders & clinical specialties to participate in demo
- Each organization (hospital & vendor) to identify a key contact to facilitate communications between the parties (name, title, phone number & email address)
- Mutually agree to the dates of the demonstration, allowing sufficient time for equipment set up and testing prior to clinical demonstrations, time for staff training, days for the demonstration and time for equipment to be packed up and removed from the facility. Times required may vary based on the type of equipment being evaluated.
- Site to provide appropriate room/space for set-up and testing of demonstration equipment including tables, access to power and internet
- Site to identify a key contact person for networking information and set up and to provide required networking information. Demonstration should be “stand-alone” and only require internet access
- Shipping & Receiving: Site to provide the correct “Ship To” address, identify the type of dock available and the opening & closing hours of the Shipping/Receiving Department
- Site to provide a no-charge Purchase Order for the demonstration equipment unless mutually agreed that this is not required
- Vendor guarantees that all medical devices provided for demonstration have been properly licensed by Health Canada, and that the product being demonstrated fits the exact specifications of that quoted by the vendor. If not restricted or defined as inappropriate through a competitive process, if a “future technology” is demonstrated, it will be clearly labeled as “Product Not Licensed For Sale in Canada”
- With the co-operation of the healthcare facility, vendor is responsible for the delivery, installation and removal of the equipment

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4. Duration of Product Demonstrations & Evaluations

The following is a **suggested** guideline for the duration of the demonstration and evaluation period, depending on the type of equipment:

Day 1: Equipment Delivery and Installation

Days 2-4: Product Demonstration (timing will be determined based on size of organization)

Each demonstration will identify in advance a mutually agreed upon delivery date, installation/set up period, training period and a removal date.

Stage Two: Requirements during the Demonstration & Evaluation Period

- Confirm that staffing levels are adequate to allow staff sufficient time to attend and effectively evaluate the demonstration
- Confirm arrangements for shipping materials/crates – to be stored in a secure area on site or to remain with vendor carrier and returned when equipment is removed from site
- Where applicable, vendor representatives shall register / sign-in according to the healthcare facility policies & procedures
- Vendor representative to unpack, set up and test equipment in pre-designated area and if required work with assigned hospital personnel to connect to the hospital internet
- Demonstration equipment remains the property of the vendor, therefore the equipment must be used as instructed by the vendor during the training session and may not be relocated, modified or connected to any other equipment without prior consent of vendor
- At the end of each day, customer and vendor will review the effectiveness of the demonstration, and make any appropriate adjustments to the equipment and/or protocol to ensure that the objectives of the product evaluation are being met
- Site will be responsible for ensuring that the demonstration equipment is safely and securely stored when not in use.

5. Escalation of Member Issues about an On-Site Product Demonstration

Should any concerns related to On-Site Product Demonstration requests arise amongst MEDEC Members, the member organization will contact MEDEC, who will in turn, address these concerns with the purchasing organization, explaining why/how their request does not fit with MEDEC's on-Site Product Demonstration Guidance.



Appendix: Picture Archiving Communications Systems On-Site Product Demonstration & Evaluation Checklist

| Stage One: Pre-Demonstration | Lead(s) | Date | Completed |
|---|-----------------------|-----------------------|-----------|
| Written notice of Dates available to Vendor | Manager | Up to 4-6 weeks prior | |
| Return Signed Demo Agreement to Vendor (if required) | Stakeholders | Up to 4 weeks prior | |
| Ensure appropriate staffing levels to provide time for appropriate staff to attend demonstration and evaluate PACS solution | Manager | Up to 4 weeks prior | |
| Agree itinerary that identifies what will be presented during demonstration | Stakeholders | Up to 4 weeks prior | |
| Provide no charge PO for shipping and tracking the demo equipment if equipment is being delivered to site | Purchasing | Up to 4 weeks prior | |
| Provide complete shipping and delivery instruction (if required) | Manager | Up to 4 weeks prior | |
| Identify the type of dock and Hours available at the Shipping/Receiving Department - notify Vendor (if required) | Purchasing | Up to 4 weeks prior | |
| Identify key stakeholders that will be participating / evaluating during the product demonstration - communicate to Vendor & Staff | Stakeholders | Up to 4 weeks prior | |
| Provide Vendor with evaluation schedule - start times, rooms etc... | Senior or Charge Tech | Up to 2 weeks prior | |
| Book room for testing & setup of demo, and confirm a secure location for the equipment if required to remain on-site outside of demonstration hours | Manager | Up to 2 weeks prior | |

| Stage Two: Clinical Demonstration & Evaluation Day | Lead(s) | Date | Completed |
|--|------------------------------|------------------|-----------|
| Confirm staffing levels to accommodate Demo | Manager | | |
| Vendor rep(s) to register/sign-in according to facility policy & procedures | Senior or Charge Tech/Vendor | Day before start | |
| Vendor Rep(s) to unpack, set up & test equipment in designated area and link to internet (if required) | Senior or Charge Tech/Vendor | Day before start | |
| Evaluate effectiveness of demonstration against product evaluation objectives | Stakeholders/Vendor | End of each day | |

