

Spotlight on:

Triangle Biomedical Sciences

For over twenty-five years, Triangle Biomedical Sciences (TBS) has designed, developed, manufactured and marketed innovative products for pathology laboratories. TBS has one of the most comprehensive histology product lines in the industry with products ranging from sophisticated microwave and conventional pressure vacuum tissue processing instrumentation, to the highest quality consumables and reagents.

TBS specializes in turn-key solutions for in-house pathology laboratory set-ups. TBS has assisted over forty Gastroenterology, Urology, Dermatology, and MOHS physician practices develop in-house laboratories from initial concept to project completion.

Founded in Durham, NC by Gene Winders, Phillip Pickett, and Jack Hunnell, TBS commercialized a breakthrough in disposable blade holder technology in 1984. Since then, TBS has grown to be one of the leading innovators in the clinical and research pathology marketplace.

Prior to co-founding TBS, current CEO and Chairman of the Board, Jack Hunnell was the Vice President of a manufacturer of disposable laboratory plastics and medical instrumentation. Hunnell was also a national sales manager for a medical chemical manufacturer and held various sales positions with Scientific Products when it was a division of American Hospital Supply (American Hospital Supply is now Cardinal Health). Hunnell became the first two million dollar salesperson for Scientific Products.

In 2008, Ken Marzinsky joined TBS as President. Prior to TBS, Marzinsky was President and CEO of ValveForce International and held various senior management positions at the Ford Motor Company, the Boeing Helicopter Company and Eaton Corporation. Though histology equipment was a new venture for him, his years of senior management experience, coupled with his MBA from Harvard University, prepared him well to lead TBS into the future.

“By the time a lead gets to us, the Lab Consultants and Inside Sales Reps from Cardinal (Health) have already qualified that lead and we react immediately,”

Of the company's origins, Marzinsky says, “It was a typical start-from-nothing-story. Jack acquired a couple of companies that made some small equipment. He actually had a tissue processor designed, our Automated Tissue Processor - ATP™ which is the grandfather of the Miles unit, which is now the Tissue-Tek VIP. The basic technology goes back that far and we are still using that same technology in our processors. It's a very reliable system.” He continues, “I think that what made Jack really successful was his focus. He never strayed outside of histology, even though the temptation was there so many times. He stayed focused and acquired all of the products in a little pond instead of going out into the big sea. Now we're the best in that little pond.”



Ken Marzinsky, President

Eighty percent of everything that is needed in a histology lab can be obtained from TBS. Marzinsky explains, “The products that are actually involved in the processing of the tissue from the tissue processing cassette, all the way to the tissue processor itself, are manufactured and processed here. We don't make products like gloves, aprons, and fire extinguishers, but Cardinal Health sells the rest of the products needed for a lab.”

TBS and Cardinal Health partnered a little over a year ago and the partnership has proven to be successful. “By the time a lead gets to us, the Lab Consultants and Inside Sales Reps from Cardinal (Health) have already qualified that lead and we react immediately,” says Marzinsky. He adds, “We go out to the facility and do what we call a ‘lunch and learn’. That is a process of educating the physicians about a histology lab. For example, what is the financial opportunity? What is the cost? What do they need to do? Eric Sulkosky, Manager of New Histology Lab Development & Support, does a preliminary assessment. He can give the practice a good idea of what it is going to cost them.”

Triangle Biomedical Sciences

(continued from page 22)

Once a practice makes the decision to start a histology lab, everything is handled by TBS. Marzinsky explains, "The architects come in, verify the space, make sure that the ventilation is proper, and that it will meet CLIA and COLA codes. The equipment is set-up ergonomically correct at proper heights -- it's just a complete turnkey operation. The objective is to get a good microscope slide from which a pathologist can read and render a diagnosis. We're not selling machinery or equipment. We're selling a good slide."

The mission of TBS is "Enhancing the productivity of the pathology laboratory through innovation and reliability while providing a positive experience to those that come into contact with TBS®". Says Marzinsky, "Histology hasn't changed much in fifty years. There are microtomes, water baths, and slide dryers. What we do is to take a product, try to improve upon the technology thus making it better and less expensive. However, those products have been around a long time and they have served us very well."

TBS is currently testing a new histology tracking, verification and tracing system called SHUR/Mark-TVT® that will be available later this year. "With this system, we move from making histology equipment to supplementing the lab with a system that makes the process more foolproof, safer for the patient, safer for the doctors, and gives increased visibility to the business office," says Marzinsky. He continues, "This system came from a regulatory environment that was pushing for better specimen tracking records throughout a lab. Someone came up with the idea to barcode each specimen, but those initial systems were cumbersome. They required a big computer on the table at each station and small labs have very limited counter space. Our system is a tiny touch system that you mount on a wall, or wherever you want to put it. It's unobtrusive.

It's only six by six inches. Little breakthroughs like this system can create a major change in the marketplace."

Seventy percent of everything TBS sells is manufactured in Durham. Marzinsky adds, "That number is probably going to increase in the years ahead. Some of the smaller commodities are multi-national products. We use the labor from one country and the materials from another country. We find that we can make heavy equipment and smaller equipment very effectively here with our own products and people."

An in-house lab can provide your patients with better care as specimens are taken, processed, results are analyzed and patient care initiated within hours of testing. Is the time right for your practice to invest in a histology lab? TBS will provide your practice with a financial pro forma to determine how much additional revenue your practice can generate with an in-house tissue processing laboratory.

Contact your Cardinal Health Lab Consultant or Sales Representative or visit www.trianglebiomedical.com for more information.

Staples® Advantage

Making it easier for you



Cardinal Health has partnered with Staples to save you time and money through a streamlined ordering process.

Order medical/surgical and office supplies through one channel at cardinalhealth.com.

Program benefits include:

- Discounted rates on office supplies
- Free shipping
- Next day delivery
- View frequently ordered items
- Review ordering history to control office supply spend

For more information on the Cardinal Health/Staples partnership, visit cardinalhealth.com/officesupplies or contact your Cardinal Health sales consultant.



STAPLES®

© 2010 Cardinal Health. All rights reserved. CARDINAL HEALTH, the Cardinal Health LOGO, and Essential to care are trademarks or registered trademarks of Cardinal Health. All other marks are the property of their respective owners. Lit. No. 2COE5392 (09/2010)



Reduce Patient Anxiety

Reduce your patients' anxiety by having your own **In-house Tissue Processing Laboratory**. Start processing your own patient tissue samples; thus providing faster patient result turnaround times. Your patients will no longer have to wait weeks to receive test results from a reference lab! And you no longer have to pay monthly fees to reference labs. . . **you earn the revenue!!**

Triangle Biomedical Sciences, Inc. (TBS) specializes in complete turn-key solutions for In-House Pathology Laboratory set-ups. In 2010 alone, TBS completed over 25 Gastroenterology, Urology, Dermatology and MOHS physician practices develop In-House Laboratories from initial concept to project completion. With our new partnership with Cardinal Health, we've now increased our sales force and expanded market territories.

Ask TBS and Cardinal Health to show you how your practice can benefit from an In-House Tissue Processing Laboratory. We can provide your practice with a personalized Return On Investment analysis.

For more information, please contact a Cardinal Health Laboratory Consultant; email: GMB-AMB-POLab@cardinalhealth.com.

Your Benefits:

- ✓ HIPAA compliant
- ✓ Regulatory affairs consultation
- ✓ **FREE** Return On Investment
- ✓ **FREE** Initial Lab Layout
- ✓ Architectural Design
- ✓ Lab Construction Coordination
- ✓ Capital equipment purchases
- ✓ Reagents and supplies selection
- ✓ Furniture selection and installation
- ✓ CLIA registration assistance
- ✓ CLIA and OSHA inspection assistance
- ✓ Procedural manuals
- ✓ Compliant billing solutions
- ✓ Discounted service contracts
- ✓ Histotech staffing & training assistance
- ✓ Digitalized Telepathology with TBS' partner AccelPath



Contact your Cardinal Health Lab Consultant for details & a complete evaluation to determine what your Return On Investment could be per year!