



# SofPull™ Tissue Customer Case Study Banner Behavioral Health Hospital

Bringing Health to Tissue

## The Situation

With over 35,000 employees, Banner Health is one of the largest nonprofit hospital systems in the country and has been rated as one of the best places to work for three years running. They have 23 hospitals in seven states. Banner Behavioral Health Hospital, located in Scottsdale, Arizona, offers a wide range of treatments for adults and adolescents who need assistance with psychiatric and addiction issues. These treatments include therapeutic programs for both adolescents and adults including a private special education school, an adolescent treatment center, outpatient treatment programs and a new psychiatric crisis center.

Being a behavioral rehabilitation clinic and healthcare facility, Banner Behavioral Health Hospital needs to ensure that all facilities are properly equipped with Behavioral Safety Products (BSP) in a clean, hygienic environment. Behavioral health facilities typically use BSP and “anti-suicide” products for its restrooms and showers in patient areas. Situated on nine acres with a pool, green lawns, and other amenities, Banner Behavioral Health also has an upscale image to convey and a reputation for high quality patient care.

## The Challenge

### Safety

There is a potential for harm to self or others in behavioral health facilities and patients have less supervision in the

bathroom. Therefore it is important to provide as safe a bathroom as is reasonably possible. The bath tissue dispenser that had been in use was a BSP tissue holder, which did not have the traditional spring or spindle. However, it is still possible to break the plastic spindle which could be used as a self-destructive tool. The traditional BSP tissue holder is essentially a round shelf or cubby which can hold one roll of standard bath tissue.



### Hygiene & Waste

BSP tissue holders have hygiene problems for both the facilities and their patients due to the dispensers' exposed roll. A simple tissue holder has to be touched by every user in order to use it properly, increasing the amount of contaminated tissues. When a roll falls on the floor and gets wet, the entire roll has to be discarded and a new roll has to be inserted. This was causing an overall increase in material costs for Banner Behavioral Health.

### Image

Rolls of tissue paper were often found on facility floors and countertops which is not only not only unhygienic and wasteful, but also unsightly. Lastly, while the facility had BSP tissue holders in the patient areas, they also had dispensers such as jumbo roll dispensers in staff and public areas. Having multiple types of dispensers did not convey a clean, standard image for the facility and also increased maintenance costs.



## The Solution

In an effort to provide safe, hygienic and attractive dispensers in its restroom facilities, Banner Behavioral Health chose Georgia-Pacific Professional's SofPull™ Centerpull Tissue Dispenser due to its round shape, edge-less design, strong durability and overall hygienic benefits. After being trialed and given positive feedback, 110 dispensers were placed throughout the facility (patient, public, and staff restrooms), providing a unified look. Since the SofPull dispenser system features a completely enclosed roll, users touch just one sheet at a time, which helps reduce the risk of cross-contamination. Bathrooms are also tidier since tissue rolls and sheets are less likely to fall to the floor.

The enclosed casing of the Sofpull dispenser system did more than keep Banner Behavioral Health's bathrooms clean and patients healthier. By only dispensing one sheet at a time, Banner Behavioral Health's patients were less likely to utilize or waste extra sheets. Additionally, patients no longer have a roll of paper to insert into a toilet so they can flush and cause flooding.

By introducing the SofPull Centerpull Tissue Dispenser, Georgia-Pacific Professional addressed Banner Behavioral Health Hospital's concerns regarding maintenance costs and packaging waste. The SofPull dispenser is part of

Georgia-Pacific Professional's Green by Design® Program for environmental sustainability. The system has 60 percent less packaging waste per case than Georgia-Pacific Professional's jumbo bath tissue. The tissue rolls have no outer carton or inner wrapping, which helps conserve paper use.

## Outcomes

Georgia-Pacific Professional and Banner Behavioral Health's partnership was piloted in Scottsdale, Ariz., and is expected to expand to other Banner Health locations around the country. Banner Behavioral Health has seen improvement on waste accumulation and product usage. Overall, bathroom maintenance costs were reduced, and tissue supply more than adequately meets demand.



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