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**PURE PROCESSING LAUNCHES LUVDECON ONLINE COMMUNITY**  
***Group aims to change the stigma around working in decontamination***

**CAROL STREAM, IL; Tuesday, March 23, 2021** — Pure Processing LLC, developer and provider of reprocessing sinks, assembly tables, technologies, and accessories for healthcare reprocessing departments, recently launched the LuvDecon online community (<https://www.facebook.com/groups/luvdecon>) to raise awareness of the importance of decontamination processes in central sterile processing departments and celebrate reprocessing professionals who make patient safety a priority.

The decontamination profession has been viewed by some in a negative light. “There are three prevailing issues that contribute to a negative perception of the decontamination role,” said Megan Pietura, Business Operations Manager of Pure Processing. “Firstly, reprocessing departments don’t always have the right equipment or infrastructure in place to enable optimal performance. That immediately makes the decontamination area a place of frustration. In addition, the decontamination area can be a physically demanding place to work, which over time can have a negative physical and mental impact on staff. Finally, the decontamination function typically suffers from personnel challenges because optimal staffing levels aren’t always maintained and creating a motivating, rewarding workplace isn’t always prioritized.”

In response to these issues, the LuvDecon online community group was created to provide a place for central sterile processing professionals to network, motivate and recognize each other, share best practices, and obtain continuing education opportunities. By being a source of support, the LuvDecon community can combat perceptions, increase respect for the profession, and bring awareness to one of the hospital’s most foundational steps to patient care: proper manual cleaning.

In addition to the online community, Pure Processing has launched a LuvDecon merchandise storefront (<https://luvdecon.myshopify.com/>). “LuvDecon merchandise gives professionals a fun way to show their decontamination pride, and profits from the store will go toward funding IAHCSSM scholarships,” said Stacie Ast-Kutzbach, Marketing Coordinator for Pure Processing. “Education is an important cornerstone of continuous improvement for patient and staff safety. We are so pleased to be able to partner with IAHCSSM to provide excellent educational opportunities for reprocessing professionals.”

“As anyone who has every worked in the decontamination area can attest, the job is challenging, physically demanding and, at times, uncomfortable,” said IAHCSSM Education Director Natalie Lind, CRCST, CHL, FCS. “It’s important that every sterile processing leader and teammate—and, ideally, interdisciplinary teammates, infection preventionists and those in the C-Suite—learn more about and gain a better appreciation for all the hard work that takes place in the SPD and, especially, in the decontamination area. When team members feel supported and appreciated, their own appreciation for the tasks at hand will increase as well, and the outcomes will certainly reflect it.”

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### **About Pure Processing**

Pure Processing designs, develops and manufactures ergonomic solutions for easy, fast, safe and effective medical device pre-cleaning. The company helps surgical and reprocessing departments protect their most important assets: their staffs and their instrumentation. By applying a thorough understanding of ergonomics and the instrument cleaning environment, Pure Processing professionals help healthcare providers achieve greater clinical value for their patients by enabling optimal pre-cleaning processes, efficiency and quality. For more information, please visit [www.pure-processing.com](http://www.pure-processing.com) or contact Pure Processing at 877-718-6868. ###