



Don McCormick  
 President & Founder  
 Healthcare Inspirations, Inc.

## Healthcare Inspirations' AlumiLife™ Voted Best Patient Care Board – USA by Global Health & Pharma Magazine

We spoke to Don McCormick, President & Founder of Healthcare Inspirations. He explains how passion is what drives his firm to success.

The business was established in 1984 and Don built the business from the ground up, listening to his customers and creating a new type of Patient Care

Board, which is engineered for heavy use in a healthcare environment—including regular disinfecting. Don explains how inspiration struck him in 2003.

“In 2003 I was in the hospital regularly with two of my family members, my mother and my aunt. As I sat in their rooms I saw that all they had was a small, old whiteboard that couldn’t really be used anymore.

As I sat there and looked at that board I thought, ‘there has got to be a better way to communicate between the patient, their family and the staff’. This was my inspiration to invent our award winning AlumiLife™ Patient Care Boards.

Our boards are custom designed and printed so they can be personalized according to the type of care the patient requires. The design team includes an information architect, creative director, and a masters prepared RN. This intense focus on design has allowed us to develop and refine Clinical Best Practices for dozens of clinical specialties, such as Trauma Med/Surg, Neuro ICU, Labor & Delivery, etc. This gives us an enormous competitive advantage in the marketplace.”

Don is keen to emphasise that his boards are designed for patient centered care, keeping everyone involved, including staff, the patient, and their families. The family is a huge part of the patient’s care team—which is why our boards include a section for ‘Patient and Family Concerns or Questions’. This allows the family to write notes to ask their care team the next time they are in the room.”

Healthcare Inspirations has a board that flips. How does that work?

“Our AlumiLife frames snap-open to allow the board insert to be easily removed from the frame. This opens up all kinds of wonderful options for secondary languages and shared use rooms. A good example would be Labor & Delivery and Postpartum. The care a pregnant woman needs is very different than the care she will need after the baby is born. With double-sided inserts the patient can stay in the same -98room, but have a personalized Labor & Delivery design on the front and a Postpartum design on the back. That’s why we’re known for having ‘the whiteboard that flips!’”

*“Our boards are designed to be easy to use and easy to read, fostering communication between everyone involved in the patient’s care...”*

For more information, please contact:

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