

Frontiers in Medical Device Reprocessing

Innovative Health November 2026 Newsletter















Electrophysiology Reprocessing Benchmark Report

In September, Innovative Health introduced the industry's first benchmark report for EP device reprocessing. The benchmark analyzes utilization data from participating U.S. hospitals to help EP leaders compare the maturity and performance of their reprocessing programs. The report shows that leading hospitals significantly outperform average programs by reprocessing more device types and higher volumes, helping reduce procedure costs and identify opportunities for program growth. Key findings included that the average reprocessing programs increased utilization by 28% in one year, and that growth came from both expanding the number of device categories being reprocessed, and increasing use within existing categories. Also, just ten product families account for 65% of all reprocessed devices, suggesting substantial opportunity remains beyond the most commonly reprocessed products. Finally, the report illustrates how rapidly new EP technologies can be adopted, citing one pulsed-field ablation technology that grew more than 1,200% in one year. Hospitals should evaluate their reprocessing programs against objective industry benchmarks rather than simply measuring year-over-year growth. Benchmarking can reveal significant opportunities to expand device utilization and reduce procedural costs.

Medical Device Monopolies Drive Up Healthcare Costs – The Threat is Existential

Limited competition among medical device manufacturers increases hospital costs through exclusive contracts and market concentration. Greater competition could lower costs, expand physician choice, and free resources for patient care. Innovative Health published an article in August that argued market concentration among medical device manufacturers contributes significantly to rising healthcare costs and limits competition. The U.S. spends more on healthcare than comparable countries while achieving poorer overall performance. US healthcare is broken, not because we don't spend enough money on healthcare – our health system is just really inefficient. When looking at performance vs. spending, US is by far the health system with the poorest performance, yet by far the most expensive health system. Meanwhile, hospital operating margins remain extremely thin, making unnecessary device costs increasingly problematic. Specifically, practices such as exclusive contracting, product bundling, limited competition, and supplier market dominance can increase hospital costs while reducing physician choice. Increasing competition in the medical device market could lower costs, improve physician choice, and allow hospitals to redirect savings toward patient care rather than inflated supply expenses.

Six Blind Spots That Weaken Healthcare Supply Chain Resilience

An Innovative Health August article in *Healthcare Purchasing News* explains that supply chain resilience depends on more than inventory management. Hospitals can strengthen resilience by reducing dependence on single suppliers, expanding reprocessing, and making long-term strategic purchasing decisions before shortages occur. Rather than focusing only on inventory management or supplier diversification, this article argues that true supply chain resilience begins with strategic decisions made long before shortages occur. The six major "blind spots" discussed include dependence on disposable products, barriers to reuse and reprocessing, product lifecycle decisions, sole-source contracting, proprietary technology ecosystems, and organizational governance surrounding resilience. The article explains that hospitals often optimize for purchase price and efficiency but inadvertently reduce flexibility during shortages. Examples include vendor standardization, proprietary platforms, and disposable-only

purchasing models that leave few alternatives when disruptions occur. Supply chain resilience is an enterprise-wide strategic issue. Hospitals must preserve clinical and purchasing options before disruptions occur rather than relying solely on reactive inventory management.

Challenging Monopolies and Unfair Healthcare Practices Is Not Quixotic

Medical technology companies, pharmaceutical companies, and insurance companies are allowed to operate in pursuit of higher profits, while completely disregarding the patient and the doctors and hospitals who treat that patient. Providers have become passive contributors to industry profit cycles rather than acting as active stewards of procurement and patient care, and current incentives emphasize profit maximization and rebate capture at the expense of patient-centered clinical outcomes. Even if attacking healthcare monopolies and industry giants seems quixotic, winds of change are set to blow in healthcare, simply because the system will crack. Hospital closures will worsen access to care, and staffing shortages and device costs will force hospitals to shut down service lines. So far, political/financial pressure from things like the One Big Beautiful Bill Act are resulting in further reduction in access to critical care and risk of permanent service line shutdowns and compromised quality of care. But over the next few years, it will dawn on politicians that the lack of financial sustainability for hospitals is not a math problem. It is a patient care problem. Healthcare is at a turning point, with long-held assumptions about medical device purchasing, reprocessing, and market competition being challenged. Hospitals that embrace change and innovation will be better positioned to improve affordability and patient care.

The Single-Use Medical Device Reprocessing Industry Needs to Re-Invent Itself

Single-use device reprocessing is a groundbreaking practice that has changed the mindset and economics of healthcare – to those of us who work in the industry. To other folks in healthcare, it is a curiosity at best. To virtually everybody else, the practice is unknown. 25+ years after the formation of the industry, single-use device reprocessing across all leading reprocessors saves healthcare over $400M per year. This may sound like an impressive number, but over 25 years, that really is a fairly humble result. Only a fraction of the savings that could be achieved based on FDA clearances are actually achieved. With such anemic results, are lab and OR directors going to continue fighting against the original manufacturers to save their reprocessing program? Are reprocessors going to continue investing in FDA clearances? Are doctors and nurses going to actually care enough to promote the use of reprocessed devices? The single-use device reprocessing industry must evolve beyond traditional business models. It calls for greater collaboration, sustainability, affordability, and technology access.

Consonance Capital Partners

Consonance Private Equity II, L.P. (managed by Consonance Capital Partners) completed an investment in Scottsdale, Arizona-based medical device reprocessor Innovative Health LLC, with the early termination notice granted on August 20, 2026. Innovative Health was founded in 2014 and is headquartered in Scottsdale, AZ. Innovative Health specializes in cardiology and electrophysiology medical device reprocessing and cost-containment solutions. Consonance Capital Partners is a New York-based private equity firm focused exclusively on middle-market healthcare investments aimed at improving care quality while lowering costs. At Innovative Health, we are excited to have capital partners that believe in our growth potential and is ready to provide the resources needed to realize this.

Innovative Health To Service Medline Renewal EP Customers

Savings from Electrophysiology (EP) single-use device reprocessing area are substantial and can often amount to more than half of the total savings potential from single-use device reprocessing. Many hospitals have come to depend on the lower device costs resulting from a reprocessing program to continue operating EP labs in a financially sustainable manner while maintaining a high standard of patient care. Managing and growing an EP reprocessing program is a daunting task, due to the technical and clinical complexity of technology - and due to the unique dynamics of an EP lab. New devices are introduced almost on a quarterly basis, and a reprocessing partner must keep up with new clearances to continue to drive increases in reprocessing cost savings. Medline has asked Innovative Health to join Medline as a partner in providing market leading program management, portfolio growth opportunities, and, ultimately, stronger savings results to their reprocessing customers. During the next months, Medline hospital partners with EP reprocessing programs will transition their EP reprocessing programs to management under Innovative Health, and starting on the day of conversion, Medline hospital partners will have access to a broader and deeper portfolio of reprocessed devices that grows in savings potential every year. This does not result in any changes in other reprocessing activities with Medline Renewal and that the Medline/Innovative Health programs will run in synergy and alignment with one another. Medline believes that having Innovative Health manage and grow hospital EP reprocessing is the best way for Medline to serve its customers at the level of commitment and quality that hospitals have come to expect.

52nd FDA Clearance Demonstrates Commitment To Pursuing New Technologies

In early November, we were excited to announce that Innovative Health had achieved its 52nd 510(k) clearance from the U.S. Food and Drug Administration, clearing the company to reprocess the single-use OCTARAY™ Mapping Catheter. Originally manufactured by Biosense Webster, part of Johnson & Johnson MedTech, OCTARAY is an advanced catheter used in electrophysiology procedures to map the heart's electrical activity. Innovative Health is the only reprocessing company cleared to reprocess the device. The clearance expands the range of advanced technologies that hospitals can include in their electrophysiology reprocessing programs. For facilities using OCTARAY, it creates a new opportunity to reduce device costs and waste while continuing to use the mapping technology their clinicians have selected. "As electrophysiology technology advances, reprocessing needs to advance with it," said Rick Ferreira, CEO of Innovative Health. "Hospitals should be able to adopt sophisticated devices and continue to grow the savings available through reprocessing. Our OCTARAY clearance reflects the technical expertise and sustained investment required to make that possible."

Learning About Medical Device Reprocessing

In August, Innovative Health published a series of surprising medical device reprocessing facts that might capture your attention. Hospitals can reduce the cost of a medical device by **50% or more** by using regulated reprocessed single-use devices. Using these devices adds **no extra risk** and reduces the environmental footprint. The carbon footprint of most new medical devices is **TWICE AS HIGH** as the carbon footprint of a reprocessed and reused device. Several medical devices used in cardiology procedures are **microlumen catheters**, which are catheters with ultra-thin tubes that are so thin you cannot see through them with your naked eye - or with any available microscope. Advanced reprocessors use **patented methods** to make sure the lumen is safe and effective before it is re-used.

Would You Like A Quick Introduction To Innovative Health?

Hospitals are under increasing pressure to improve patient outcomes while managing unprecedented financial challenges. As procedural volumes continue to grow—particularly in electrophysiology and atrial fibrillation care—the cost of single-use medical devices has become a significant barrier to sustainable growth. FDA-cleared single-use device reprocessing offers a rare opportunity to reduce procedure costs by as much as 30% without compromising safety or clinical performance. By reinvesting those savings into new technologies, expanded patient access, and strategic priorities, health systems can strengthen both their financial position and their ability to deliver exceptional care. Reprocessing is no longer simply a supply chain initiative; it is a strategic tool for improving the economics of healthcare. Please watch this short video that introduces to Innovative Health.

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