



## HealthStream Launches RepDirect™ in Partnership with AdvaMed and AORN to Provide Healthcare Industry Representatives a Certification Program for Achieving Compliance to Access Care Environments

November 12, 2019

For healthcare industry representatives, the most highly valued courses for learning industry standards—AdvaMed's Code of Ethics and AORN's OR Protocol—are now exclusively available with RepDirect

NASHVILLE, Tenn.--(BUSINESS WIRE)--Nov. 12, 2019-- HealthStream (NASDAQ: HSTM), a leading provider of workforce and provider solutions for the healthcare industry, today announced the launch of RepDirect™, a new online certification program for healthcare industry representatives to demonstrate their knowledge and competency of safe, ethical, and compliant practices within care environments. RepDirect is comprised of the Advanced Medical Technology Association's ("AdvaMed's") Code of Ethics on Interactions with Health Care Professionals ("Code of Ethics"); the Association of periOperative Registered Nurses's (AORN) OR Protocol®, and HealthStream's award-winning safety courseware library. Each of these three training components is available to healthcare industry representatives exclusively from RepDirect by HealthStream at [www.repdirect.com](http://www.repdirect.com).

Approximately 500,000+ healthcare industry representatives working in medical technology companies in the U.S. must be annually credentialed to enter a hospital and other care settings. Standards from the American National Standards Institute (ANSI) set forth the components of the credential, including training requirements related to safety, compliance, and ethics—which includes training for operating room protocol as per AORN's guidelines and an industry code of ethics, such as AdvaMed's Code. Hospitals' compliance managers want to ensure that the industry representatives entering their facility are well trained, ensuring an optimal, safe environment for providers and patients. Upon the successful completion of RepDirect's industry-leading courses, a certificate is granted to the industry representative. The certificate is accepted by healthcare providers as evidence of industry representatives' knowledge and competence of safe and ethical practices in the care environment.

"OR Protocol not only provides credentialing, it also ensures industry representatives are current on best practices for patient safety," said AORN's CEO/Executive Director, Linda Groah, MSN, RN, CNOR, NEA-BC, FAAN. "OR directors, who are responsible for ensuring everyone in the surgical suite understands best clinical practices, will be more confident knowing industry representatives have regularly updated credentials through RepDirect because of its full spectrum of relevant training that meets AORN's Guidelines for Perioperative Practice."

As announced in early 2019, AdvaMed's longstanding Code of Ethics has been updated and is effective in January 2020—and is included in RepDirect. "We updated our Code of Ethics to ensure it would continue to serve as a foundational framework for ethics and integrity across the medtech industry," said Scott Whitaker, President and Chief Executive Officer, AdvaMed. "Offering code of ethics training and certification online is the best way to ensure easy access to the widest possible audience. We're proud to work with HealthStream and welcome the launch of RepDirect as a way to efficiently deliver this training to healthcare industry representatives."

Online courses from HealthStream's award-winning safety library are also made available in RepDirect, which include topics like bloodborne pathogens, electrical safety, MRI safety, infection control, and fire safety, among many others. These courses, along with AdvaMed's Code of Ethics and AORN's OR Protocol courses, meet the ANSI Standard requirements for healthcare industry representative training. Over the years, these courses have been completed by millions of healthcare professionals, helping them learn essential safety skills in healthcare settings. Together, they provide healthcare industry representatives with core safety knowledge of working within a hospital.

The courses in RepDirect are all mobile-friendly and easily accessible from any device. AdvaMed's Code of Ethics and AORN's OR Protocol may each be purchased individually. The most popular and cost-efficient option, however, is the RepDirect Credentialing Bundle, which includes all three training components: AdvaMed's Code of Ethics, AORN's OR Protocol, and HealthStream's Safety Library. Healthcare industry representatives may make individual purchases or their medtech company may choose to make an enterprise-level purchase.

"Today, healthcare organizations expect industry representatives to be current on their safety credentials and, equally important, prepared to serve as competent professionals in all aspects of their role. Working with our partners, AdvaMed, AORN, and thousands of healthcare organizations, we are training healthcare industry representatives to meet this higher standard," said Robert A. Frist, Jr., Chief Executive Officer, HealthStream. "We are honored to have RepDirect serve as the exclusive source of this important certification program for the medtech industry."

To learn more about RepDirect, go to [www.repdirect.com](http://www.repdirect.com).

### About HealthStream

HealthStream (Nasdaq: HSTM) is dedicated to improving patient outcomes through the development of healthcare organizations' greatest asset: their people. Our unified suite of solutions is contracted by healthcare organizations across the U.S. for workforce development, training & learning management, talent management, credentialing, privileging, provider enrollment, performance assessment, and managing simulation-based education programs. Based in Nashville, Tennessee, HealthStream has additional offices in Jericho, New York; Boulder, Colorado; Denver, Colorado; San Diego, California; and Chicago, Illinois. For more information, visit <http://www.healthstream.com> or call 800-933-9293.

*This press release contains forward-looking statements that involve risks and uncertainties regarding HealthStream. Investors are cautioned that such results or events predicted in these statements may differ materially from actual future events or results. This information has been included in reliance on the "safe harbor" provisions of the Private Securities Litigation Reform Act of 1995. Investors are cautioned that such results or events predicted in these statements may differ materially from actual future events or results. These forward-looking statements are based on a variety of assumptions that may not be realized, and which are subject to significant risks and uncertainties, including that the acquisition may not be consummated and that the anticipated financial and strategic benefits of the acquisition may not be realized, as well as risks and uncertainties referenced from time to time in the Company's filings with the Securities and Exchange Commission.*

View source version on businesswire.com: <https://www.businesswire.com/news/home/20191112005228/en/>

Source: HealthStream

Mollie Condra, Ph.D.  
HealthStream  
(615)-301-3237  
[mollie.condra@healthstream.com](mailto:mollie.condra@healthstream.com)