

HAT Collective Adds Healthcare

HAT COLLECTIVE HEALTHCARE IS SORT OF A RETURN TO THE COMPANY'S ROOTS. INNOVATIVE HAS MADE HEALTHCARE MONITOR ARMS FOR YEARS. HAT COLLECTIVE HEALTHCARE IS A WAY OF BRINGING THOSE PRODUCTS TO THE FOREFRONT WHILE ADDING SUBSTANTIALLY TO THE OFFERING.

by Rob Kirkbride

HAT Collective, a group of brands that includes ergonomic products and furniture, is launching a new division, HAT Collective Healthcare, to offer a product portfolio specifically designed to support the technology needs of healthcare providers and improve the point of care (POC) experience for both the caregiver and the patient.

Though many companies in the industry offering “on carpet” healthcare furniture, few offer products for the point of care. POC is commonly regarded as the point

of interaction where care giving and information exchange occurs between a patient and a caregiver. On carpet refers to office furniture that is used in healthcare settings, but only in the office settings, not clinical care areas.

“Point of care has always been a huge passion of mine,” said Steven Bramson, president of Innovative Ergonomic Solutions (IES), the parent company to HAT Collective and HAT Collective Healthcare. “If you really look at what the industry doesn’t have right now, it’s point

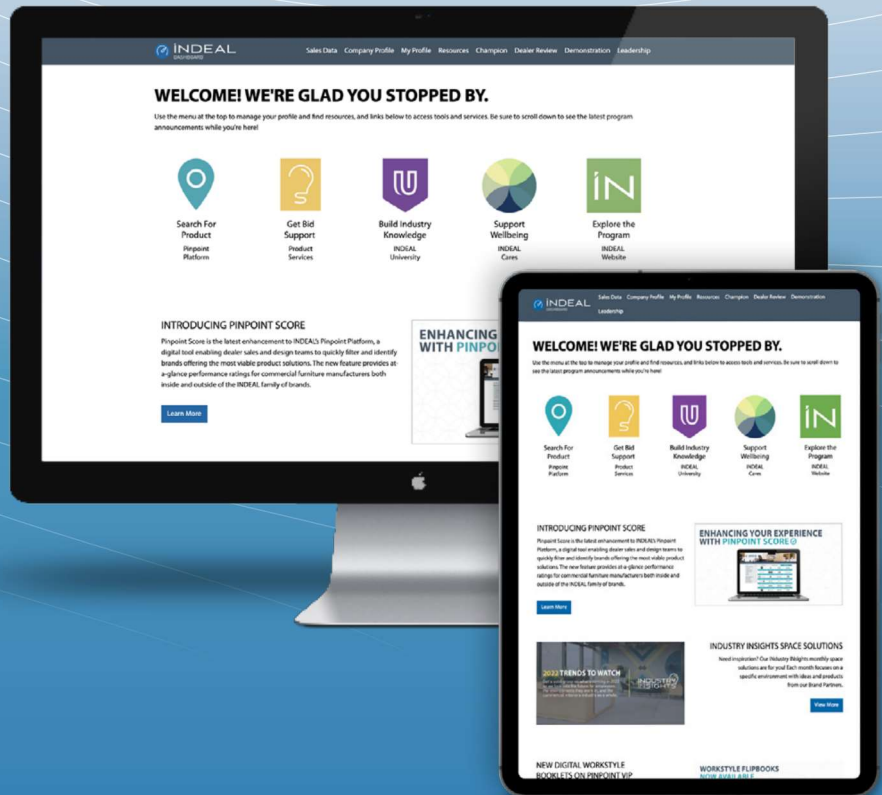


Bramson

of care products. Point of care products are a huge opportunity for dealerships to work on and for end customers to really embrace because there really aren't a lot of tools out there that provide a very functional product that for caregiver to interact with the patient or the nurse to really interact with product that allows them to do their jobs more effectively and a lot healthier."

HAT Collective Healthcare will follow the same business approach as HAT Collective, which launched to the commercial office market in 2021. The division will work directly with contract furniture dealers to help them grow their business in the fast-growing healthcare market through

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ergonomic products at affordable prices and with exceptional customer service.

HAT Collective Healthcare enters the market with decades of foundational expertise through its sister companies that have designed and delivered innovative and industry-first OEM products for global healthcare leaders. The new division has invested significant resources to create a business with first-class products, people and operational efficiency. In fact, HAT Collective Healthcare is staffed with an array of executives who come with a deep understanding of the healthcare industry and how POC-focused products can serve caregivers and meet technology and IT requirements.

The line up of ergonomic and customizable products, designed to perform within demanding 24/7 healthcare environments, includes: wall mounts, mobile carts, workstations and articulating monitor arms. Areas where HAT Collective Healthcare products can be utilized include patient rooms, exam rooms, operating rooms, patient registration areas, diagnostic testing areas, or other places where caregivers interact with patients.

It is an area of the healthcare market where few dealers are working, said Bramson.

“When you look at what our products bring to the market, it’s very exciting because it helps the end user. And it’s a tremendous opportunity for the dealer network, who has never had the ability to embrace products like this,” he said. “So right now, some dealerships are very well versed in the healthcare environment.



What we’re going to do is help bridge the gap between what they do best (as experts in on-carpet healthcare sales) and create an opportunity that they’re not as familiar with, but they can get very familiar with, by working the point of care side. They’re experts on carpets; we’re gonna help them become experts on the point of care opportunity.”

Dealers are experts in working with facilities and with corporate real estate. HAT Collective Healthcare is going to help dealers get comfortable in hospital environments and working with nursing directors, according to Libby Ferin, chief marketing officer.

“They are already in the place where these people reside. They just don’t have, for the most part, those relationships,” she said. “We’re going to help with the experts that we have working in our division,

help bridge that gap. So we can introduce them to these people and really get them excited about the opportunity of focusing on point of care products.”

HAT Collective Healthcare products come with multiple price point options and functionality upgrades. The portfolio consists of:

- **Wall Mounts** – Perfect for a variety of different caregiver tasks, HAT Collective Healthcare’s wall mount products are designed for space-constrained areas. Every wall mount comes with a height-adjustable



Ferin

mechanism (with or without power), enabling users to adjust the desk to their own desired height. Offering stability, including an integrated locking mechanism to keep desktops securely in place, all HAT Collective Healthcare wall mounts are available in different height, width and finish options. When not in use, the desk surface can easily be cleaned, tilted and stowed away for the next use.

- **Mobile Carts** – HAT Collective Healthcare mobile carts are designed for mobility. Designed for small space environments, they are durable, compact and easy to maneuver. Available with custom configurations to support various requirements, they also offer long-life battery options to ensure all technology needs are met. All carts feature electronic locking and audit trail software to allow for seamless distribution of medication. Articulating keyboard trays and other add-on accessories accommodate multiple computer equipment needs, creating an ergonomic workspace on wheels for healthcare professionals on the go.
- **Workstations** – Healthcare providers needing to work their way have a diversity of options with HAT Collective Healthcare’s broad array of sit-stand workstations. During shift changes or while making rounds, users can choose to work alone or with a team, sit or stand, remain stationary or take their work on the move. Available with or without height-adjustable



power and with multiple surface size options for task or space needs, the workstations provide ergonomic benefits while easily supporting technology needs.

- **Articulating Monitor Arms** – HAT Collective Healthcare’s line up of articulating monitor arms provide flexibility and ergonomics. Whether users need single- or multi-screen viewing for different tasks, the articulating monitor arms support easy monitor positioning while offering ergonomic comfort and compact stowage. Simple to mount to a desk, wall or cart, HAT Collective Healthcare’s monitor arms are hygienic, intuitive and designed for fast-paced medical environments.

HAT Collective is a relatively new brand that unifies a range of office product solutions from several well-established industry brands, including HAT Contract, a leading provider of quick-ship height-adjustable tables; SiS Ergo, a Danish



designer and manufacturer of European-designed, customizable workplace solutions; and Innovative, a market-leading manufacturer of ergonomic monitor arms.

Though the HAT Collective brand is fairly new, the origin of Innovative, the first of the brands that came together to create HAT Collective, has been around since 1986. Innovative was founded as a monitor mount company that was agnostic in terms of industry. For the first 30 years, it worked to supply the office, but also created healthcare monitor arms and those for retail. In 2015, the company first started a dedicated contract office group that included a few monitor arms and a desktop risers.

It was a limited offering and the company wanted to take its ergonomic roots and go deeper. So a couple of years later, in 2018, Innovative acquired the HAT Contract brand, which added sit-stand desks and some accessories.

HAT Collective Healthcare is sort of a return to the company's roots. Innovative has made healthcare monitor arms for years. HAT Collective Healthcare is a way of bringing those products to the forefront while adding substantially to the offering.

HAT Collective Healthcare made its debut to the healthcare industry on March 15-16 by exhibiting at the Healthcare Information and Management Systems Society (HIMSS) Global Health Conference & Exhibition. **BoF**