



Business Plan Competition Awards Prizes

Left to Right. Sam DeBonis, Park National Bank; Bob Dameron, WesBanco; Jason Hanley; David Gooch, Park National Bank; Stephanie Kirschner, Ed Wood, National Bank & Trust; Steve Rucker, John Melvin, Clermont Chamber Small Business Development Coordinator; and Jeff Bauer, UC Clermont College.

The third annual Clermont Business Plan Competition wrapped up with the award of cash prizes to three winners at a reception held at the Clermont Chamber of Commerce. First prize (\$4000): SLK Management Solutions, a business started earlier this year by Stephanie Kirschner. Second Prize (\$2500) Jason Hanley for his plans to start Comm-Wave, LLC, which plans to offer fiber-optic and cellular systems to companies which have poor or no cellular data coverage inside their facilities. Third Prize (\$1000): Ecostratum, a professional services firm in environmental consulting formed by Steve Rucker in August 2009 - *Cincinnati Enquirer* Sunday December 9, 2012

“A Higher Level of Thinking”

Consistent with Ecostratum’s slogan, the company will publish biannual electronic newsletters that highlight emerging environmental health issues. Legislative and technical developments will be presented with a business case underpinning. Contact Steve Rucker at srucker@ecostratum.com.

Healthcare Reform Targets HAI

The constitutionality of the Healthcare Affordability Act 2010 was upheld in July 2012. Beyond its stated goal of making healthcare available to everyone are performance metrics that will be government monitored. Patient safety is emphasized and excess patient readmissions will result in a reduction of Medicare insurance payments to hospitals. The pressure to perform doesn’t stop as the newly formed Centers for Medicare and Medicaid Services (CMS) takes over administrative control of hospital audits replacing the Joint Commission of Accreditation of Healthcare Facilities (JCAHO), operating since 1965. JCAHO will retain onsite inspection duties, but CMS will have review authority.

The macro business forecast for healthcare is good as increasing numbers of patients will drive up revenue (healthcare facilities are already building out capacity to accommodate this). The principal business risk will be hospital acquired infections (HAI). The CDC has reported over 100,000 cases annually of preventable patient deaths to which underwriters have estimated a \$5 billion loss. The message is clear, infection control efforts will need to be redoubled. Immediately, during construction and capacity build out, “regular” hazardous materials containment (dusts from construction, asbestos, lead, and mold) will have to be controlled diligently taking extra effort to absolutely assure patient safety. Long-term micro-surgical techniques will mandate ever cleaner environments. Ecostratum specializes in measurement, design and testing of engineering, microscopic and nano controls.

Ohio Asbestos Inspections Increase due to Subprime Mortgage Crisis

As a result of revisions in Ohio Administrative Code (OAC) 3701-34-06 which took effect September 1, 2010, The Ohio Department of Health (ODH) undertook a review of 40 Asbestos Survey Reports that resulted in 40 code violations. The violations demonstrate compliance with the highly detailed reporting codes is not a given. Recall, the property owner has overall responsibility for proper work practices and code compliance during any construction or renovation.

Possibly by happenstance, the code revisions were released nearly concurrently with that of an estimated \$7M in Neighborhood Stabilization Program (NSP) grants targeted for Cincinnati and surrounding areas. Intended to help fund removal of “blight” from 1400 homes abandoned as a result of the 2006 subprime mortgage crisis, the state funding must be matched by local authorities. Buyers beware. Before taking title to distressed properties, conduct real estate due diligence to protect against unforeseen problems. This should include a study of the previous uses and the possibility of residual hazardous materials. Ecostratum performs commercial inspections and environmental reviews as part of real estate purchase or refinance.

411 Terrace Place, Suite #5
PO Box 94
Terrace Park, Ohio 45174-0094
www.ecostratum.com



E: srucker@ecostratum.com
P: 513-248-0081
M: 513-526-7391
F: 513-965-0071