

It's Not Easy Being Green

Whether your audience is your staff, the surrounding community, or the world stage, organizations that manage chemicals must be environmentally conscious, proactive, and accountable. In the early 1990s, one environmental advocate waged a self-funded war against two prominent oil companies over the construction of a pipeline in the state of Georgia. In an attempt to mitigate damage and counter his claims, those companies spent an estimated \$27 million on legal fees and public outreach—all as a result of a single man's efforts on behalf of the environment.

Today's organizations are more proactive, budgeting billions of dollars each year to the business of public relations and community outreach. More than 4.5 million facilities in the United States—from major manufacturing facilities to your local dry cleaners—manufacture, store, or use hazardous materials on-site. Oil refineries, chemical manufacturers, and iron and steel producers are all on the EPA's short list as priority industries for monitoring and compliance enforcement. In the world of community relations, these challenges cost an estimated \$10 billion in employee and community relations measures.

The public understands that the best safety programs start with the best information. MICROMEDEX information serves as an essential public relations tool for our customers. With data reviewed by an independent editorial board of experts and integration with the most respected resources available, MICROMEDEX knowledge bases can help maximize safety for people and the environment, and can play an important role in your community relations program.

The Return on Your Investment

Success today requires organizations to reduce staff costs, optimize disaster preparation and response, comply completely with ever-changing regulations, and build strong partnerships with employees and the surrounding community. With Corporate Solutions products from MICROMEDEX, we work with each customer to make these corporate objectives a reality. Your investment in the best chemical and regulatory information available can offer great returns in terms of the health of your entire organization.

CORPORATE SOLUTIONS

Cost Justification - Environmental Health & Safety

Efficient chemical management: That's the name of the game. Regulatory compliance, workplace safety, emergency response, and protection of the environment are essential to the strategic vision of companies, both large and small. Organizations such as yours are resourcing these functions at an unprecedented rate to meet ever-increasing demands of chemical management. With the increased expectations to answer demands comes the need to justify their related costs.

Reduce Research Time and Staff Costs

Companies rely on a variety of resources to meet their chemical and regulatory information needs. Information protocols include hybrids of print books, unreliable Internet references, and outdated resources. Unfortunately, employees spend more time sifting through questionable information and less time actually managing the business of health and safety.

Staff Cuts, Generalization

Accompanying ever-increasing regulations is a trend toward increased job responsibilities and an overall generalization of the role of EH&S professionals. In 1999, as many as one in six EH&S professionals anticipated staff cuts in 2000, with one in five expecting budget cuts during the same period. In addition, more than ever before, there is a long list of legislative measures designed to increase accountability and responsibility for accident prevention and for meeting and exceeding regulatory requirements. The reality of decreasing staff size, increased workloads, and expanded job responsibilities means EH&S professionals are struggling to keep pace.

Reliable, accurate information resources that cross the traditional job-function boundaries are crucial to success in today's world of chemical

management. MICROMEDEX Corporate Solutions products integrate chemical and regulatory information resources into a single, reliable product to answer all your information needs. From international regulations to workplace safety to emergency response, your organization can operate with increased confidence when a single, efficient, current, reliable information source is in place. Quality information takes the guesswork out of research and helps professionals focus on doing their jobs, rather than searching for adequate information.

The Internet as a Tool: Friend or Foe?

According to the Industrial Safety Hygiene News (ISHN) 1999 Annual White Paper, only 13 percent of ISHN survey respondents went online for their regulatory information in 1995. In 1999, that number had jumped to 60 percent, representing a more than 400 percent increase in Internet usage for regulatory information. Of those respondents, 59 percent predicted an increase in their use of the Internet for regulatory compliance in 2000.

With the proliferation of the Internet has come an abundance of misinformation—the ultimate irony of the Information Age.



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According to research conducted in early 1999, 76 percent of regulatory information users subscribe to information on CD-ROM, while 67 percent use the Internet as a complement to other information sources. However, less than half (43 percent) feel the information they use is current, only one in three thinks their information has broad coverage, and less than one-third (27 percent) think the information they use is accurate. Employees clearly have to rely on a multitude of resources to get the complete picture. While free information on the Internet is part of daily chemical management and regulatory compliance, the risks are enormous, and the resources used to supplement, cross-check, and confirm information are costly.

Corporate Solutions products from MICROMEDEX employ advanced Internet delivery methods and familiar search technologies to deliver reliable, fully referenced, unbiased information. MICROMEDEX products integrate the most respected databases in the industry with proprietary content that is reviewed by an international editorial board of experts. The MICROMEDEX reputation is built on providing reliable information and innovative technology to ensure you have access to vital knowledge when you need it most.

When Disaster Strikes

"Cleanup," "toxic leak," "oil slick," and "nuclear accident" have all become household terms in the last two decades. When disaster strikes, billions of dollars are spent on cleanup, litigation, and fines. And thanks to today's global communication and

24-hour television news, a company's name can become forever linked with images of disaster, death, and destruction. Beyond the cost of property and public relations is the very real toll of injuries, long-term illness, and lost lives. It's estimated that industrial accidents in the last two decades have left more than half a million people critically injured or with long-term illnesses. Whether the impact is on workers, local populations, or the surrounding environment, the costs of disaster response and cleanup are staggering and often unrecoverable.

According to the U.S. EPA, for accidents occurring between 1995 and 1999, the costs for on-site property damage alone exceeded \$1.006 billion. (That's billion with a B.) Add to that the cost of off-site property damage, a resounding \$11 billion, and before you even factor in the cost of human health, the numbers are exorbitant. To put those costs in perspective, they represent fewer than 2,000 total accidents.

The issue of accident prevention/risk assessment is one of the three most important issues facing the profession, according to a 1999 survey by the American Industrial Hygiene Association. In 1999, the U.S. Congress passed legislation that launched the Risk Management Program, one in a long line of legislative measures enacted to prevent accidents—long before they happen.

Large and small companies are relying on inadequate, outdated, unreliable sources of information to meet the rapidly changing demands of the industry and avoid devastating consequences.

Corporate Solutions products from MICROMEDEX will minimize the risks of misinformation and ensure, through quarterly updates to all of our products (and daily updates to the Federal Register), that your data reflects the most recent information available.

A pound of prevention, an ounce of cure

While companies operate with the best of intentions to avoid disasters, accidents still happen. According to the National Environmental Law Center, six percent of the chemical accidents that occur in the U.S. result in immediate injuries, evacuations, or death, and an average of two people per day are injured as a result of chemical accidents.

Emergency response teams need quick, reliable, on-site information—now. MICROMEDEX products are designed to deliver the best information immediately with on-site portable, easy-to-use CD-ROM technology. All MICROMEDEX databases are accessible via a single search engine. From medical information on exposure risks, limits, and effects to hazard information for safe handling, cleanup, personal protection, and environmental hazards, MICROMEDEX Corporate Solutions products supply complete information when minutes count. Emergency response teams spend thousands of dollars on the best equipment. Today, that equipment includes the best medical, hazard management, and chemical information available—that equipment should include MICROMEDEX.

The Costs of Noncompliance

Beyond the costs of preventing and responding to accidents are the costs of noncompliance—fines, litigation, injuries, and loss of production. According to the EPA, U.S. companies were levied fines totaling \$3.89 billion in 1999. Petroleum refineries alone accounted for \$10.7 million of that in a single year. Injuries and illness are estimated to cost American businesses more than \$100 billion a year. That number includes the costs for items such as lost time from other workers who watched, talked about, or helped respond to the injury and repair costs for damaged equipment. Translated into standard formulas for profit and loss, that could equate to a \$10,000 sale to accommodate one, simple injury. When looking long-term, it's estimated that 50,000 to 70,000 people die each year as a result of past occupational exposures. Add to that hundreds of thousands of employees who suffer from a variety of work-related disorders such as asthma, dermatitis, and neurological disease.

The human toll coupled with financial penalties means noncompliance is not an option. The industry has transitioned from an age of regulation to an age of enforcement. Companies are striving to integrate EH&S functions into mainstream processes and the need for streamlined protocols and company-wide standards is essential for success. That's why Corporate Solutions products from MICROMEDEX are designed to integrate into a single, corporate-wide information solution. Whether a large organization with thousands of employees around the world or a small company, we've designed our products in a variety of platforms and pricing models to ensure any size company can utilize the most reliable information in industry, quickly and easily.