

Healthcare Environmental Resource Center Prospectus

March 2017

Objective

The [Healthcare Environmental Resource Center](#) (HERC) is seeking private sector sponsors to supplement U.S. Environmental Protection Agency (EPA) grant funding. Sponsorships (\$5,000/yr.) will be sought from five sources. Sponsors will be able to provide input to website design, organization and content and will receive full acknowledgment as industry champions through various means including HERC website co-branding, linked banners and other promotional materials. Under this sponsorship program, the current federal grantee, National Center for Manufacturing Sciences (NCMS), will continue to manage and operate the HERC website.

HERC visitors specifically seek information on environmental issues affecting the healthcare sector. HERC is recognized as the leading source for information that covers both federal and state regulations -- accessible without paywalls or requests for user data.

Your logo on the HERC website tells visitors that your organization supports this valuable resource. It also provides an opportunity for your organization to spread the word about your products and services.

Background

HERC was launched in 2005 by NCMS under an EPA grant with the assistance of Hospitals for a Healthy Environment (H2E, now Practice Greenhealth). HERC provides compliance assistance and pollution prevention (P2) information to hospitals and related facilities. To meet the environmental compliance assistance needs of this sector, HERC has developed an extensive set of topical resources covering both federal and state environmental and related OSHA regulations. Key topics include regulated medical waste, pharmaceutical waste, hazardous waste, universal waste, air pollution, asbestos, stormwater (mainly construction or renovation), C&D debris, mercury and OSHA issues. In addition to extensive on-line resources, HERC staff also respond to user questions via email and telephone communications. HERC is one of more than 20 Compliance Assistance Centers and portals originally funded through grants from EPA's Office of Enforcement and Compliance Assurance (OECA). The Centers were established through partnerships with non-profit entities such as NCMS to provide sector-specific environmental compliance assistance. The program was initiated in 1995. In recent years, federal grant funding has declined and the Centers are seeking private funding to continue operations. A number of Centers have successfully transitioned to the private sector with funding from companies and trade associations.

Website Traffic

HERC is the only comprehensive environmental regulatory assistance resource for the healthcare sector. Over the past five years, the number of HERC visitors has increased by over 170%. Website traffic is attributable to exceptional search engine results (e.g., Google) and through reciprocal links with EPA.gov and many state agency websites. The following table shows web statistics for the past five years.

HERC	2011		2012		2013		2014		2015		2016	
	Avg/Day	Total										
User Sessions	320	119,000	400	150,000	600	212,000	690	252,000	790	290,000	875	321,297
Page Views	530	196,000	700	256,000	930	341,000	1190	436,000	2000	732,000	4,844	1,778,039

Although the entire HERC website is well utilized, the key topics visited on HERC are:

- [Pharmaceutical Waste](#) (including [10-Step Blueprint](#))
- [Regulated Medical Waste](#) (including [State Resource Locator](#))
- [Hazardous Waste](#)

Sponsorship Details/Benefits

NCMS has determined that \$25,000 annually is needed through a sponsorship program to continue operating HERC. The funds will come from five multiple sources (minimum of \$5,000 each) that share the \$25,000 operating cost. Sponsors, who should be willing to commit to a two-year plan, may be individual companies, trade groups, or foundations. Commitments for sponsorship will be established through memorandum of understanding (MOUs) signed by NCMS and the individual sponsors. The first year of private funding will be used mainly to re-work the existing HERC website with the objective of co-branding, re-organization, re-focusing, etc. to meet sponsor needs. Some EPA funding is expected to continue through 2017. These federal funds will be used to maintain the existing technical content.

The most obvious benefit of sponsorship is image enhancement through association with a well-established, EPA sponsored website that offers comprehensive environmental compliance information. Sponsors will also benefit from providing input on HERC's organization and content. For example, companies or associations may contribute technical information covering their products and services.

Contact

Bill Chenevert, Site Director, EPA Compliance Assistance Centers

National Center for Manufacturing Sciences

3025 Boardwalk, Ann Arbor MI 48108-3230

Office: 734-995-7989

Fax: 734-995-4004

Cell: 734-323-2770

Email: wchenevert@ncms.org

Assistance Centers web portal: <http://www.assistancecenters.net>

Healthcare Environmental Resource Center: <http://www.hercenter.org>

About NCMS

NCMS, founded in 1987, is a nonprofit, member-based consortium. The organization's objective is to drive the global competitiveness of North American Manufacturers through collaboration, innovation, and advanced technologies. A cornerstone of NCMS has been its contribution to the environment through projects centered on sustainable technologies as well as its participation on government sponsored programs such as EPA's on-line Compliance Assistance Centers program. Under the program, NCMS developed and/or manages 11 different sector-specific Centers (like HERC for Healthcare), and other valuable online resources to assist private companies, institutions and trade associations understand and meet their environmental obligations.

