



### C. diff. Spores and More

Tuesday at 10 AM Pacific

April 28th 2015: What you need to know about C. diff. and high touch surfaces

Join us and our three guests, Bradley Whitchurch, Founder and Chairman of the Board at Seal Shield, LLC, Dr. Rosie D. Lyles, MD, Clinical Affairs Head, Research and Department, Clorox Healthcare and Shelby Lassiter, BSN, RN, CPHQ, CIC, an Infection Preventionist as they come together to discuss C. diff. infections, hospital-associated infections, and you will want to know why hand hygiene alone is not enough, plus infection prevention measures in the healthcare and home settings.

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### Featured Guests



#### Bradley Whitchurch

Brad Whitchurch is the Founder, CEO and Chairman of the Board at Seal Shield LLC. Seal Shield is an infection control solutions manufacturer headquartered in Jacksonville, FL. The Company produces waterproof, antimicrobial input devices for healthcare and other global markets. Seal Shield's primary products include washable, antimicrobial keyboards, mice and TV remote controls. Mr. Whitchurch has been a pioneer in the computer products industry for 25 years. Prior to founding Seal Shield in 2006, Mr. Whitchurch served as President at Embassy Sales, Senior VP of Sales and Marketing for Unotron Inc., Director of Sales with Actiontec Electronics, and in various roles with computer product

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#### Dr Rosie Lyles MD

Dr. Lyles is Currently the Clinical Affairs Head, Research and Department, Clorox Healthcare and serves as the primary liaison for Client's Healthcare division as a department head to relevant professional, research and academic institutions, public health agencies, and forums. The role will provide strategic guidance and assist with the development and implementation of a plan for clinical/scientific support of marketing initiatives. This includes overall responsibility for public health message development, publication planning, key opinion leader development and provides relevant input into the clinical and product intervention design and development

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#### Shelby Lassiter, BSN, RN, CPHQ, CIC

Shelby holds an Associate Degree in Nursing from Wake Technical College and a Bachelor's Degree in Nursing from East Carolina University. She is certified in Infection Control (CIC) and is a Certified Professional in Healthcare Quality (CPHQ) through the National Association of Healthcare Quality (NAHQ). She has over thirty-five years of experience in healthcare: medical/surgical nursing, critical care, healthcare quality and infection prevention. Shelby has held a variety of positions in Infection Prevention and is currently an Infection Preventionist at a University Hospital located in North Carolina.

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