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Visionary and Innovative Business Leader Featured in O, the Oprah Magazine and Entrepreneur.

"A picture is worth a thousand words, and the big picture is all about social responsibility. Our quality of life depends on the health of our planet. Our future is worth the fight."—Beverly Hanstrom, CEO and Owner, Colorado Medical Waste, Inc.

[Aurora, CO – November 30, 2018] Beverly Hanstrom, CEO and Owner of Colorado Medical Waste, Inc., is featured in the Denver Leading Women in Business special advertising sections of O, The Oprah Magazine and Entrepreneur Magazine December, 2018 issues.

Beverly Hanstrom, a pioneer in the area of medical waste sustainability and environmental stewardship, is outnumbered—she's one of only a few women in the male-dominated medical waste management industry, and her team is smaller than those of giant corporations that are her competition.

Despite these challenges, however, Hanstrom and her company, Colorado Medical Waste, are outpacing competitors by **reducing the carbon footprint of the healthcare industry**, a goal near and dear to her heart. Community hospitals, doctors' offices, surgical centers, pharmaceutical companies, dental offices, and veterinary clinics, along with schools, colleges, acupuncture, tattoo and residential sharps generators, are the types of customers her company serves.

"The carbon footprint that medical waste creates is massive, and I wanted to do something to change that. Anybody can make a difference if they really want to," says Hanstrom. "There's strength in numbers, so if people understand the magnitude of the problem and want to do the right thing, we successfully demonstrate that **business and sustainability can go hand in hand.**"



Colorado Medical Waste's ecofriendly process shreds medical waste to a confetti-like residual. The waste is sterilized and reduced in volume by 90%.

After 20 years of collecting and transporting medical waste to processing plants for autoclave treatment and incineration disposal, Hanstrom says she could no longer contribute to the wasteful, environmentally harmful outcome of outdated technologies.

“Toxic incineration facilities are polluting the air, and the smell of human waste and melting plastic from autoclave treatment plants is disrupting the quality of life of nearby neighborhoods. Medical waste is filling up our landfills and contaminating the environment.” Hanstrom explains. She took a leap of faith, purchased new technology, and bought and renovated a building in which to house it. Her facility in Aurora, Colorado, **processes medical waste responsibly and sustainably** using technology, that is **100 times more effective than steam** killing virus, bacteria and infectious pathogens. A 90 percent volume reduction means **tons of medical waste is diverted** from landfills, incinerators, and hazardous waste facilities, and there is **no contamination** to air, soil or water. Furthermore, the waste is unrecognizable; the shredding process protects patient privacy, and relieves medical waste generators of financial responsibility should landfill contamination and remediation occur.



Treated medical waste at the landfill. Photo courtesy Tri County Health Department.

“Local regulatory authorities took photos of autoclave treated medical waste at the landfill from steam-processing facilities; huge piles of sharps containers, IV bags, blood-soaked material, and syringes are lying all over the ground. Then there’s our little pile of sterilized confetti right next to it,”

Hanstrom says. “A picture is worth a thousand words, and the big picture is all about social responsibility. **Our quality of life depends on the health of our planet. Our future is worth the fight.**”

Hanstrom is proud of what she’s accomplished and leads by example. “We need to protect what sustains us, and it all starts with education and raising awareness—not just in healthcare, but in our homes, schools, and businesses. Take responsibility for the waste you generate. Reuse and recycle whatever you can. What happens to medical waste is something people don’t think about. Healthcare workers see a medical waste company pick up their waste and take it away. They have no idea where ‘away’ is or the harm that it causes,” says Hanstrom. Her facility is the only private company to accept walk-in sharps from residential generators and is introducing a sharps mail back program with a sustainable disposal method. “At Colorado Medical Waste, we do things differently; we think differently, and we’re problem solvers. We’re the face of change in an industry whose time has come.”

Hanstrom and her company are the recipients of accolades such as Denver Business Journal’s Outstanding Women in Business 2016, Bizwomen Women to Watch 2016, Entrepreneur 360 List 2016, Colorado Companies to Watch 2016, Small Business Leadership Sustainability Award 2015, City of Aurora Environmental Sustainability Award 2015. For more information, visit **coloradomedicalwaste.com**. To connect with Beverly Hanstrom, please call **(303) 794-5716** or send an email to **bhanstrom@coloradomedicalwaste.com**.

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