

Q&A with Jason Kang, CEO of Kinnos, Inc. bringing to market their Highlight® Additive Solution for Existing Bleach Disinfectants that Colorizes it Blue enabling Hospital Staff and Janitorial Workers to see Exactly where Disinfectant is Applied



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“While so many other companies are looking at diagnostics and treatments for infectious diseases, we intend to prevent them from occurring in the first place.”

- Jason Kang

Interview conducted by:
Lynn Fosse, Senior Editor
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CEOCFO: *Mr. Kang, would you tell us about Kinnos?*

Mr. Kang: Kinnos is raising the standard of infection prevention to protect healthcare workers, patients, and the general public. From epidemic outbreaks like Ebola to healthcare-associated infections in hospitals, infectious diseases are being transmitted at a high rate. One of the big problems is that the disinfectants that are used to kill pathogens on surfaces are not being used correctly. Kinnos has developed a technology called Highlight®, which is an additive

for existing bleach disinfectants that colorizes it blue so you can see exactly where the disinfectant is being applied, and then the color will fade from blue to transparent to tell you when decontamination is done. You can essentially give this to an untrained person, tell them make sure everything is blue, and once the color is gone, you are done.

CEOCFO: *Why is it so hard to do it correctly?*

Mr. Kang: Disinfectants are transparent, so when you spray or wipe a disinfectant on a surface, it is difficult to see where it has been applied, making it easy to miss spots. A study was recently published by Case Western Reserve University, where they applied bleach alone and bleach with Highlight® on a number of common hospital surfaces and then asked healthcare personnel to identify where bleach was applied on the surface. On almost all of the surfaces, the percent accuracy was less than 50%, demonstrating that there is very little confidence in being able to actually visually determine where a disinfectant has been applied. Another big issue is that people do not wait the appropriate contact time to allow the disinfectant to sit on a surface for long enough to kill everything. Disinfectants do not work instantaneously. Workers might wipe off the disinfectant or touch the surface too early when pathogens are still on the surface. The idea with Highlight® is that it eliminates human error by ensuring full coverage and its color-fading property provides real-time feedback for when decontamination is actually done.

CEOCFO: *If someone is going to a hospital and disinfecting a number of rooms, it is going to take time to go back and make sure the color is gone? The need to doing it right clearly is there but does that additional time come into play for people actually using the product?*

Mr. Kang: Looking at the workflow is definitely an important part of our technology. Right now a lot of hospitals have a protocol where there are, for example, 20 high-contact touchpoints that they have to disinfect or in some cases they have