

NEWS

December 2011

Christmas 2011 is nearly here!



One of Santa's elves has been spotted on his reindeer!!!

**Your chance to win a luxury
Christmas Hamper**

See page 4!!!



Contents

Page 2

Medica/Dusseldorf

Page 3

Welcare Visit, Birthdays & More

Page 4

Falls-Guard, Competition & More



Left: Coffee with Hans Beumer from Endomed Holland whose company is considering becoming our partner in the Netherlands.

Below: Chris Deborah & Paul had the pleasure of meeting with Jens Bak, our partner from Denmark, Jens kindly treated Chris and Paul to the famous German Bratwurst sausage!

Dusseldorf



Deborah & Chris meeting with Xavier Abadie (middle) who is interested in becoming our partner in France.

Deborah Hirshman December 2011

My first thought when Paul invited Chris and me to join him at Medica with the words “ ... early start and walking approx 5 miles through what seems endless halls “was” I must buy some flat shoes”.

My first thought as I crawled out of bed on the day itself, just as my daughter was arriving home from a night on the town, is not repeatable! But I was out of the house shortly after 4am to collect Chris and Paul and head to Manchester Airport.

All was going well and we joined the queue to enter the Trade Fair Centre as it opened at 10am. At 10.30 we eventually reached the barrier, and all that stood between us and the exhibition we had travelled so far to see was the ticket barcode scanner. And stand between us it did! After several failed attempts to get the scanner to recognise any of our eickets we were directed to the customer services desk where we were issued with new tickets before re-joining the back of the queue.

Note to self – use ‘best quality’ to print the tickets next time.

There were 17 halls of exhibitors at the fair so, although we were able to have a quick look at operating tables and other theatre and ICU aids, we dedicated most of our time to hall 9, where the patient positioning supports were located. I think that what surprised me most was how little innovation there was. There were dozens of companies, many from the Far East, selling copies of each other’s items. Perhaps because many of our products have been developed after listening to hospital staff pointing out the problems and pitfalls of existing equipment, I expected other companies to do the same. It would appear that most don’t and it made me realise that we are almost unique in the market place.

Apart from the exhibition itself, Paul had arranged meetings with some of our European distributors. It was lovely to see Jens and Fabio again, and it was a pleasure to meet Xavier and Hans. It is always good to put a face to a name and to share experiences of messy teenage bedrooms!

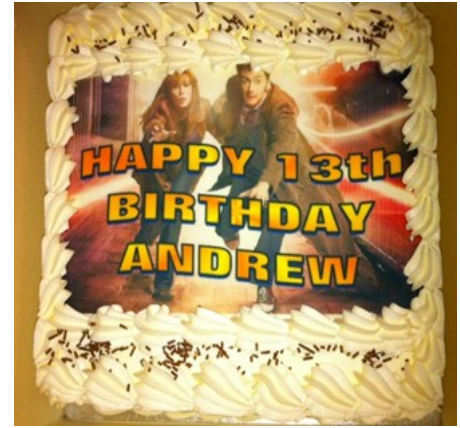
I can’t finish without mentioning the food. Jens had promised to introduce Chris to bratwurst and he was true to his word, even finding the area where the sausages were being freshly cooked outdoors over the fire pit. That was lunch. Our evening meal was partaken at the Vietnamese restaurant in terminal B at Dusseldorf Airport and I highly recommend it if ever you’re passing through.

Apart from the plane taking off an hour late, the journey home was uneventful and I arrived home at Midnight. It had been a long day but extremely worthwhile. And, thanks to my new flat shoes, my feet didn’t ache a bit!



Birthdays

Congratulations to Andrew on becoming a teenager on the 1st December. He celebrated by taking all his friends bowling. The final score was a draw between the girls' and the boys' teams!



Dr Fabio, Barcelona, visited the Anaesthesiology Conference held in Rome during the last week of November and beginning of December to revitalise our distribution in to Italy and Spain.



Indications are that our landed prices are around a third lower than our competitors', who are still supplying the old model face cushion which suffers with a high face peak pressure and a higher average face pressure. In addition the side effect of their vacuum packing causes the face cushion to change shape and no longer correctly fit the helmet, producing a wrinkling of the foam in the forehead area, which may produce oedema on the patient.

Welcare Visit

Paul recently visited one of our factories, where he got to see the production of one of our products: Opti-Gard Patient Eye Protectors.



(Paul with Flavio and Daniel reviewing the manufacture of the Opti-Gard in the clean-room)

SAVE THE DATE
Master Class to
Share Best Practice
in Prone Positioning
Thursday 17th May 2012
London Heathrow

Email or call now to register your interest:
 Deborah.Hirshman@Medical-Devices.co.uk
 01704 544 944

A SHORT HISTORY OF MEDICINE:

"Doctor, I have an ear ache."
 2000 B.C. - "Here, eat this root."
 1000 B.C. - "That root is heathen, say this prayer."
 1850 A.D. - "That prayer is superstition, drink this potion."
 1940 A.D. - "That potion is snake oil, swallow this pill."
 1985 A.D. - "That pill is ineffective, take this antibiotic."
 2000 A.D. - "That antibiotic is artificial. Here, eat this root!"

