

# Industry Innovations

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# Declaration

I have been involved with the following companies for education or as an expert panel member:

Acelity, KCI, Coloplast, Convatec, Hartmann, Medline, S&N, Soring.

This presentation is not an endorsement of the products

Welcome to a  
new type of  
session

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# Australian Government

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## Department of Health

## Therapeutic Goods Administration

Therapeutic Goods Administration  
(TGA)

- A product must be registered with TGA and will have a number

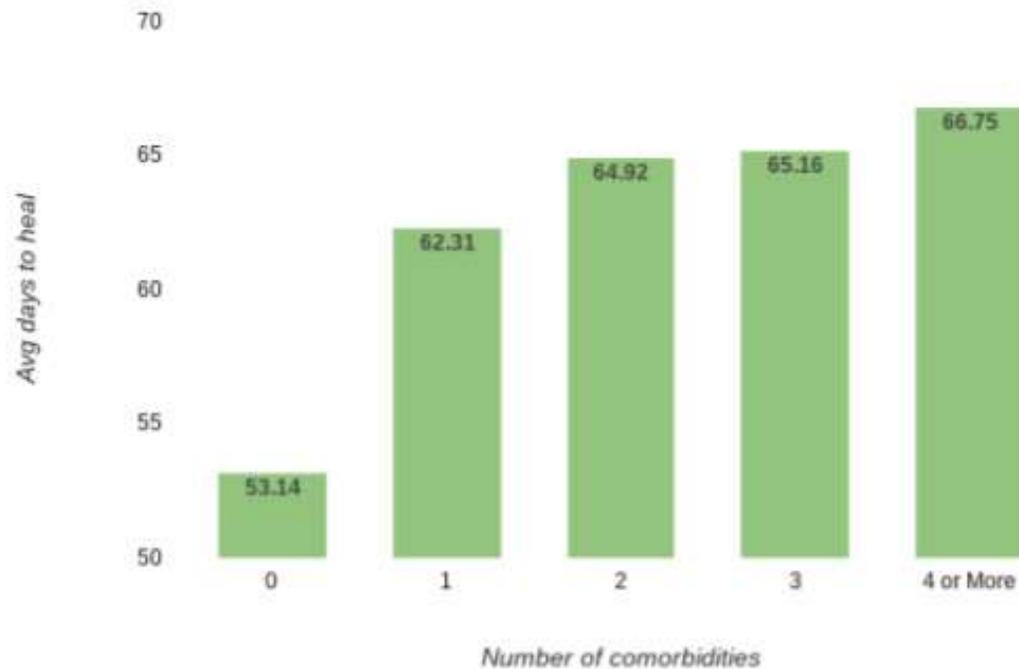


Will a dressing heal a wound?

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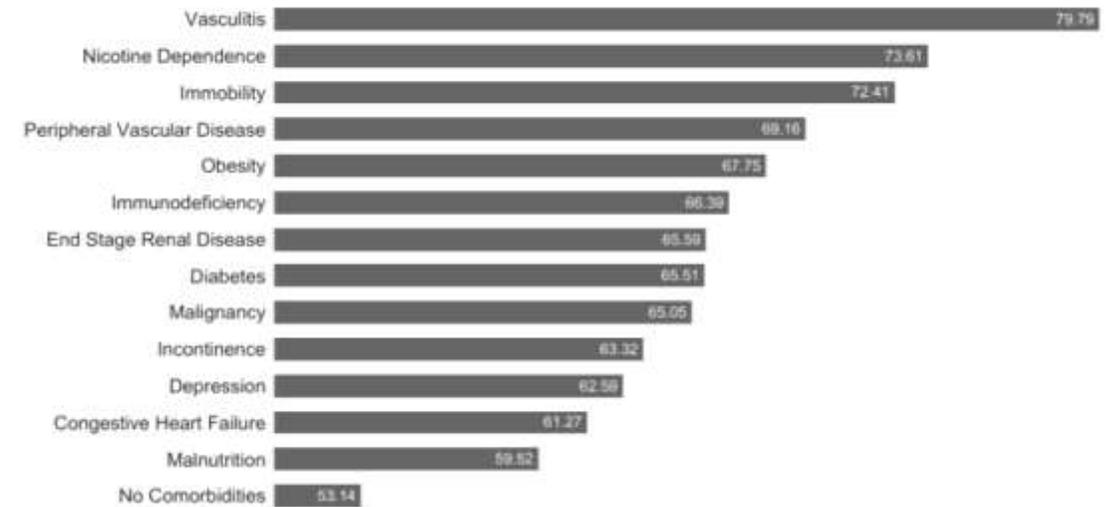
# The wound, the environment and the patient

Average wound healing times in patients with comorbidities



Source: Net Health data, 2017.

Patient comorbidities vs. average days to heal wound



Source: Net Health data, 2017.

- Clean
- Moisture balance
- Slightly acidic
- Warm
- Adequate perfusion
- Cellular and bacterial balance



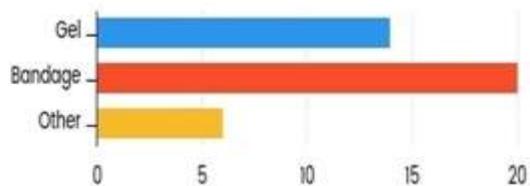
Optimal Wound Environment

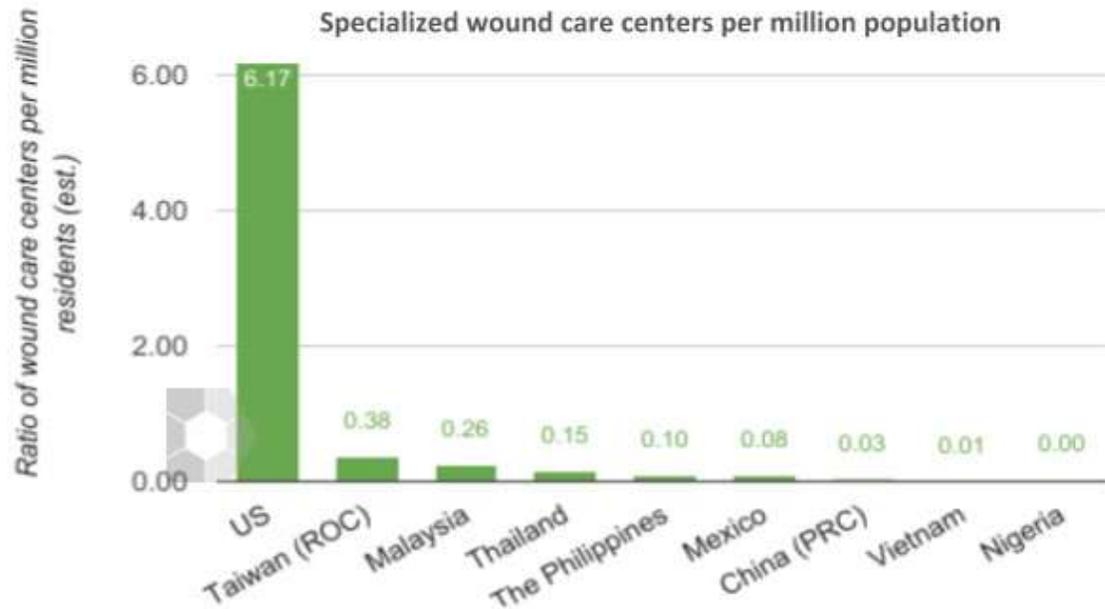
# Product evaluation

## Formal product evaluation committee and processes

- In vitro and in vivo evidence
- Experience of the product elsewhere
- Cost effectiveness:
  - Unit cost
  - Time for treatment
- Company support:
  - Samples
  - Education
  - Product brochures for HCP and patients/consumers
  - Develop a relationship
- Formal evaluation tools :
  - Ease of application and removal
  - Clinically effective
  - Comfort of the user
  - Adverse events
  - Frequency of dressing change

What would be your preferred method of application for this product?





Per Capita Specialty Wound Care Centers	US	Taiwan (ROC)	Malaysia	Thailand	The Philippines	Mexico	China (PRC)	Vietnam	Nigeria
Specialty Wound Care Centers (est.)	2000	9	8	10	10	10	47	1	0
Population (millions)	319	24	31	67	104	130	1357	91	192
Wound Care Centers per million	6.27	0.38	0.26	0.15	0.10	0.08	0.03	0.01	0.00

Source: Diligence Wound Care Global LLC Primary Research, 2016-17.

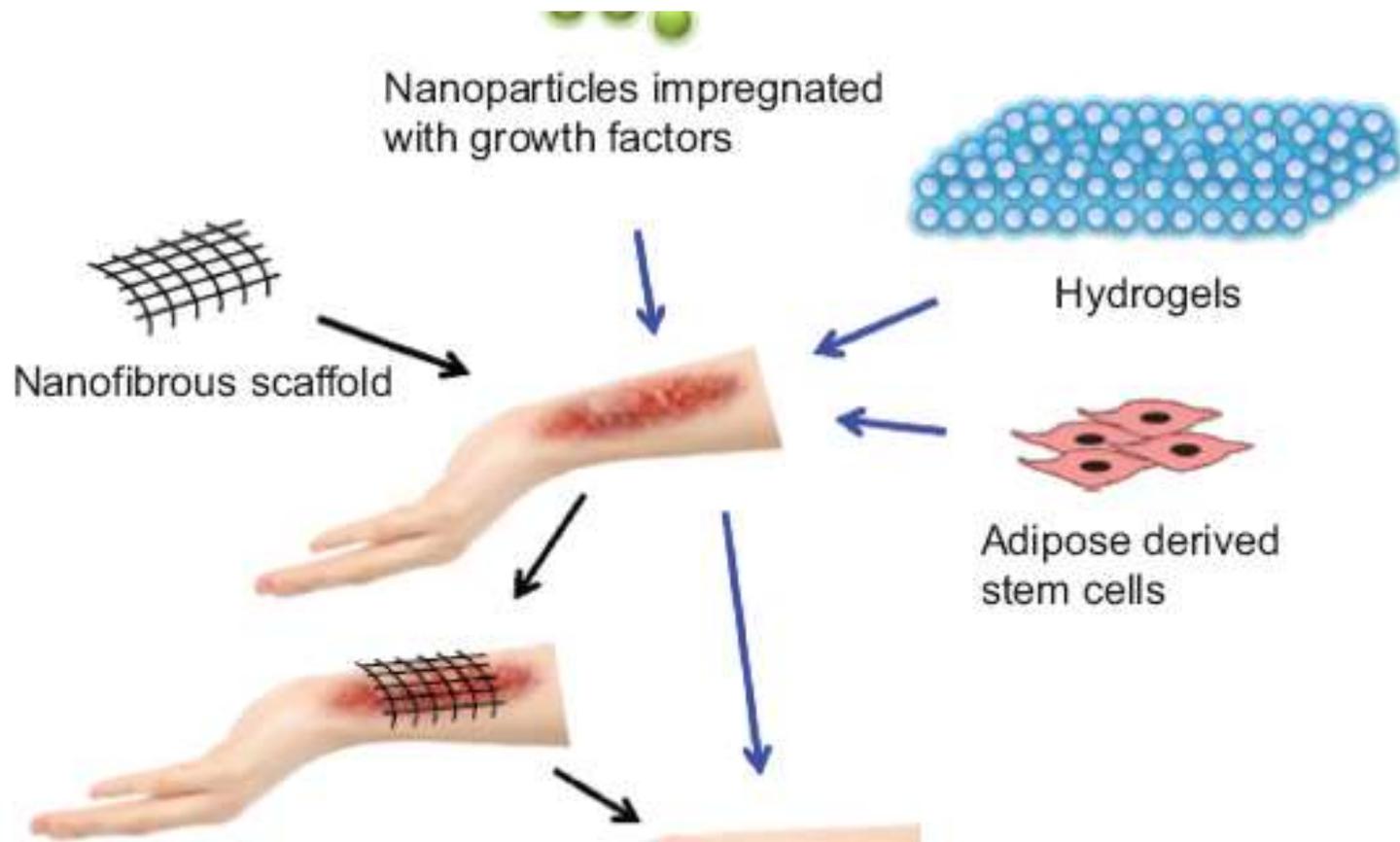
www.diligencewcg.com



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Rafael Mazuz

“it is the lack of specialized wound care services (wound care centers, home health, rehabilitation centers, etc.) that tends to be the limiting factor for patient access to modern wound care modalities. “



Innovation for the future

- Next generation products
- Diagnostics / Theragnostic
- Genomics / targeted therapy
- Remote monitoring
- Smart dressings
- Smart clothing

# Innovation launched since 2016 in Australia

## How do you find out?

- Attend Wounds Australia events
- Read Wound Practice and Research Journal
- Company representatives
- Company websites

## Featured today

- NPWT: new remote monitoring
- New debridement technology
- NPWT: new pressure options
- New cleansing solution
- New gel to provide combination therapy

Be bold ask  
one!

