

# Advancis newsletter

It's hard to believe it's already the third edition of the newsletter which we hope you enjoy reading. We continue to receive good positive feedback from our readers.

If you have anything to submit or any comments, please email [info@advancis.co.uk](mailto:info@advancis.co.uk), we look forward to hearing your thoughts.

## Celebrating National Honey Week!

Back in May we celebrated National honey week across the country. All our representatives set up Activon honey stands and gave presentations and quizzes with prizes such as Manuka honey chocolate bars!



Honey is often thought of as a last resort for treating wounds when nothing else has worked, often in the end producing the best results.

Our aim for honey week was to raise the awareness of the Activon® honey range getting people to try honey as their first choice and no longer the last resort. There is an Activon honey dressing for every stage of wound healing, a guide to dressing selection using the Activon®

range is available, please request your copy to be either posted or emailed by calling 01623 751500 or emailing [info@advancis.co.uk](mailto:info@advancis.co.uk)

We had excellent feedback from our honey week activities, we hope to increase our activities for honey week in May 2010, if you are interested in getting involved in hosting a honey week event with your local Advancis Medical rep, please give them a call, alternatively email us.

Thanks to everyone who took part in honey week this year, we look forward to planning next year.



## Welcoming Alec...

Alec O'Dare has joined us as our new sales representative for area 8, Wales and Northern Ireland.



We wish him the best of luck in his new role and welcome him to the team. Alec is now available on 07775 501 805 or via email [alec.odare@advancis.co.uk](mailto:alec.odare@advancis.co.uk).



As a result Mark Sargeant takes over as sales representative for Area 2 (West Midlands).

## European Wound Management Association Conference 2009

The annual EWMA conference took place in Helsinki during May and was a fantastic opportunity for Advancis to utilize our new exhibition stand to welcome the delegates and discuss our products and business activity. The fact that it was in Helsinki gave us a perfect platform to work alongside our Scandinavian colleagues at Advanordic and with the local distributors in Norway, Finland Denmark and Sweden.



*Our stand, built, stocked and ready to go...*



*Our colleagues from Advanordic Medical Group, Oistein Pettersen (left) and Hans-Kurt Hansen (right).*



*Advancis Medical MD, Ken Allen (right).*

The growth in sales and activity of the Advancis Medical brand since the last years EWMA conference in Portugal was very much evident at this years event. Many more clinical specialists are now aware of Advancis Medical and there was a lot of interest in some of our new products which are due to be launched over the next 2 months. The feedback from specialist who have used our products all over Europe was excellent with so much positive and informative clinical work and

benefits being reported the potential for ongoing growth is very exciting.

We are now actively following up on numerous leads especially from the Scandinavian market.



## Upcoming events for Autumn-Winter 2009

Below lists the national conferences we are attending in the next few months:

### **2nd - 5th September**

13th European Burns Association Congress  
Lausanne, Switzerland

### **15th - 16th September**

Wounds Expo  
Convention Centre, Manchester

### **30th September - 1st October**

Leg Club Annual Conference  
Worcester Rugby Club

### **12th - 13th October**

Diabetic Foot Conference  
London

### **9th-11th November**

Wounds UK  
Harrogate

### **18th - 20th November**

Vascular Society Conference  
BT Convention Centre, Liverpool

### **4th December**

FDUK Masterclass on the diabetic foot  
Location TBC

The full list of events for 2009 is available on our website [www.advancis.co.uk](http://www.advancis.co.uk)

## Useful additions

**We have 2009 desk pad calendars!**  
**These are a handy addition to your desk. Just ask your local representative to drop one in for you or request via email: [info@advancis.co.uk](mailto:info@advancis.co.uk)**



We have another addition to the team, sticky note ruler pads! These 15cm peel off rulers are ideal for measuring the progress of wounds, ask your rep for yours or email [info@advancis.co.uk](mailto:info@advancis.co.uk)





## PRODUCT NEWS

### Siltex to Silflex®...



Siltex, the soft silicone dressing from Advancis will be changing it's name to **Silflex®**.

This change of name is currently in progress and during this transition period you may receive dressings still labelled Siltex as stocks in the wholesalers and distributors are run down.

The official drug tariff date for name changeover is 01.08.2009.

We would like to assure you that the product remains exactly the same. The reason for the name change is simply to allow us to have a single brand name for the whole global market.

For any further information or questions please do not hesitate to contact us.

### Eclipse & Eclipse Adherent super absorbent dressings are being improved...

We are in the process of upgrading our Eclipse® and Eclipse Adherent® dressings.

The Eclipse® dressing will have a fully breathable more aesthetically pleasing beige coloured backing material. The Eclipse Adherent® will simply change backing colour to beige as the backing material is already the breathable.



This changeover is currently in progress. For a short period of time you may still receive some products in other sizes with the original blue backing as all the stocks of Eclipse® & Eclipse Adherent® at the wholesalers are replenished. As Eclipse® is a fast moving product it is hoped that the change over time will be relatively short

This change has been done to meet market demands and we hope this upgrade to the product is even more to your liking and will appreciate any comments you have.

## Wound care training school recognises star pupils...

Eight members of the Advancis Medical team have completed and passed the basic wound care training package. They each were presented with their certificates during the last sales meeting.



The successful members shown in the photograph above are, from left to right:

**Mark Sargeant (Area 2), Maxine Van Wyk (Area 6), Lynn Wright (Area 9), Gemma Glenn (Area 3), Amanda Eddy (Area 5), Bridy Widdison (Area 4), Laura Clifton (Customer Services Manager) and Duncan Petrie (Area 7).**

The intermediate wound care educational package will be launched at the beginning of September. This is a more comprehensive program than the introductory level and will provide our sales team and other members of the company with invaluable wound care knowledge.






## Actibalm® available on Drug Tariff from September 1st 2009

**The honey range will be extended from 1st September 2009 when Actibalm® will be available on Drug Tariff.**

Actibalm® originally started life as Activon lip cream. However, during the initial evaluation stages it became clear that this product had many more applications than just a lip balm and as a result the product was re-branded

to Actibalm®. There appears to be a huge potential for this product and with many different uses it compliments the Activon honey family range. Some features and uses of the product are below:



-  **Replaces moisture for dry, chapped or burnt lips**
-  **For treatment of cold sores**
-  **Good for minor scrapes and burns**
-  **Soothing antibacterial honey**
-  **Helps reduce inflammation**

With great feedback so far on Actibalm® we think you will love this product as much as we do! Ordering codes are below:

Product	Size	Stock code	No. per box	PIP code	£ per tube	£ per box
Actibalm®	10g	CR3955	20	347-1224	£2.48	£49.60

## A day in the life of...Lynn Wright

Area Sales Manager (Northern UK)- Advancis Medical

**Our northern UK rep Lynn Wright has shared her account of working at the EWMA conference in Helsinki earlier this year...**

**5pm** Arrive at hotel in Helsinki, check-in and go up to room to unpack, check emails and catch up on paperwork.

**9pm** Pre conference meeting and dinner with the rest team for food and discuss the plan for day one of the conference.

### EWMA day one

**6.30am** Up for the first day, we have breakfast on the stand at the conference at 8am.

**8.15am** Lots of sorting out to first thing filling the stand with our literature and stocking up samples checking we have the correct products and sizes on show and that they are available and easily to hand for presenting to the delegates.

**9am** The rest of the team arrive, in total there are 6 of us on the stand 3 of us from Advancis Medical in the UK, two more from our distributors 'Advanordic' and a one from ICF in Finland a partner of Advanordic to help us with the language barrier! This turned out to be quite helpful!!

**11am** The exhibition opens to the delegates, and people start arriving. During the first 30mins a steady stream of people come to the stand and there are plenty of us to attend to them. Lots of European visitors so all new faces to me as I normally only deal with my local NE England customers. Its been full on continuous supply of people wanting information, some European customers not over familiar with our range so lots to talk about. I was surprised at the mix of people that attended and also at the different levels of understanding of wound care people had.

**5.30pm** Educational sessions close and the exhibition closed at 6pm.

**6.30pm** Arrive at hotel. Go to room checking emails and paperwork, I need to keep in touch with my customers whilst away. The team eats together a little later, then off to bed for round two tomorrow!

### EWMA day two

**7am** Up for Thursday, breakfast at 7.30 and on the stand again for 8.15am. The stand is extremely busy all day more so than yesterday and lunch is eaten on the go. So many people come a want to know about our honey range, they think its all we have, after 10 mins they are amazed at our range and insist we get one of our local distributors to come and meet them ASAP so they can evaluate our products. I always give them a bag of goodies to take, a few samples and literature, then move on to a queue of people.

**5.30pm** The educational sessions closed and the exhibition closed at 6pm.

**7.30pm** We attend the conference dinner and continue to network and meet with delegates. This is a great social event, chance to let myself relax for a bit, it's a mix of so many nationalities, so many people to speak to, I keep telling those who haven't been to see us to come pop by the next day.

### EWMA day three

**7.15pm** Wake up call and on the stand for 8.30 am. Friday ends up just as busy as the other days and we never stop. More contact details taken and more follow up required.

**5.30pm** Conference closes at 5.30pm and we have to pack up the stand.

**6.30pm** I get back to the hotel at 6.30, we go out for our last meal at 7.30pm and have my first taste of reindeer!

**5am** Up early to catch the flight to Manchester. Land in Manchester at 9.30 and then drive home to Newcastle.

This was my first overseas conference and was much harder work than I had anticipated. It was a great opportunity to participate and it is great to see how the Advancis Medical business is growing overseas, I often forget there is more to Advancis Medical than my own patch up the North East. Overall it was fantastic and well worth it despite the aching feet!

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## Round up

Advancis continues to grow in so many ways and the speed of changing when I stop to think about what we have done and achieved in the last 18 months it's fantastic. It was official earlier this year Advancis Medical is the fastest growing wound care company in the UK and I think we are certainly succeeding in making ourselves stand out in a very challenging market. As we enter the second half of 2009 there is no evidence of slowing down, in fact quite the opposite is happening and I know all the team are very excited at what the future holds.

We have another new member to the team, Alec O'Dare who brings a fresh and dynamic sales approach to further strengthen our sales team. I am also delighted that we are waiting the arrival of a new sales representative for Scotland, Christina Campbell joins us in early August. These additions will give us even greater coverage around the UK and allow us to work closely with even more wound care specialists.

I am thrilled with the commitment our team have shown to the Advancis training program, with more than half of the team passing the introductory level. The intermediate program will be launched later this year which offers our team a further opportunity to increase and demonstrate their clinical knowledge.

We are preparing for the official launches of some new products. These combined with the re-launch of the enhanced version of the successful Eclipse® range along with the line extension provides us with market leading products which meet the demands of our customers. The Eclipse Boot® and 35cm x 60cm Silflex® dressing have been developed with input from clinical specialists which is essential if we are to provide cutting edge designs that the market needs. I am amazed at how efficient and dynamic our technical and production teams have worked to take these products from initial concepts to registered available finished products in less than 9 months.

Many thanks to all my team for their efforts.

**Mark Allatt**

Sales & Marketing Director

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Visit [www.advancis.co.uk](http://www.advancis.co.uk) and click on **downloads**.



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