



News from Our Industry Partners

Covidien is Joining Medtronic

Together, Medtronic and Covidien are working to improve health care by addressing the needs of more people, in more ways and in more places around the world.

CONNECTING WHAT WE DO WITH WHAT PEOPLE NEED

Both Covidien and Medtronic are committed to improving the lives of people through our medical technologies. We brought our two companies together to accelerate and advance our ability to create meaningful innovations for hospitals, health systems and health-care providers so they can deliver the best care possible to patients and their families around the world.

COLLABORATIVE INNOVATION

We recognize that innovation is only meaningful if it is safe, effective and usable. That's why we are partnering with health systems and providers to combine our capabilities with their expertise to change the way we work together to achieve the best outcomes.

REMOVING BARRIERS, REACHING MORE PEOPLE

With changing health-care demands, companies that deliver health products and services must be willing to do things differently. The union of Medtronic and Covidien demonstrates that we are committed to thinking differently in solving problems to deliver better health.

New Leadership at Derma Sciences

After more than 30 years of dedicated service to Derma Sciences Canada, Peter Crawford has set his sights on a well-deserved retirement, effective February 1, 2015.

Peter, whose leadership and commitment have seen Derma become a major player in the wound care industry, joined what was then Dumex Medical in 1984 as Territory Manager, and was subsequently promoted to Marketing Manager where he led the successful transition to Derma Sciences.

Taking over the helm is D'Arcy Carr as Director,

Sales & Marketing – Canada. D'Arcy received his Bachelor's degree from the University of New Brunswick and 25 years of medical device sales experience in Canada, including management positions with CR Bard, Omron Healthcare and most recently ConvaTec.

To Peter, we wish you all the best as you begin an exciting new chapter in your life.

Hydrofera Blue from Hollister

Hydrofera Blue antibacterial PVA foam continues to be widely and successfully used to overcome barriers to healing. In addition to maintaining moisture balance, Hydrofera Blue has broad spectrum activity against micro-organisms commonly found in wounds. New evidence continues to link Hydrofera Blue and autolytic wound debridement. A recent *in-vivo* study¹ compared test products on eschar wounds. Statistically significant reduction of devitalized tissue was reported with Hydrofera Blue dressing after 14 days. Please connect with your Hollister representative to explore how Hydrofera Blue can make an impact in your clinical outcomes.

1. Applewhite AJ, Attar P, Liden B, Stevenson Q. Gentian violet and methylene blue PVA foam antimicrobial dressing as a viable form of autolytic debridement in the wound bed. *Surg Technol Int.* 2015. In press.

New Product from Mölnlycke

Mölnlycke Health Care is proud to introduce Exufiber®, an innovative gelling fibre dressing with Hydrolock® technology. Exufiber's high tensile strength allows removal in one piece while its superior retention capacity reduces risk of leakage and maceration. Exufiber® represents the future of fibre dressings.

Mölnlycke Health Care is also excited to launch the addition of Mepilex® XT to the Mepilex® family of dressings with Safetac technology. Mepilex® XT's unique exudate channels absorb

low and high viscous exudate, providing superior fluid handling. This innovative dressing provides effective, comfortable management for all exudative wound healing stages that no other foam dressing currently available can provide. Optimal patient care can now be extended to every stage of the wound healing journey.

Combine the use of Exufiber® with Mepilex® XT for highly exuding wounds to gain the benefits of both Safetac® and Hydrolock® Technology.

Introducing Nanoderm™

Nanoderm™ is being introduced into the Canadian market with an exclusive distribution agreement between Axcelon Dermacare Inc. (ADI) and The Stevens Company.

Nanoderm™, a one-time dressing application, is a unique bacterial nanocellulose product indicated for a variety of wound treatments, including burns, dermabrasions as well as acute and chronic wounds. "We expect Nanoderm™ to play a crucial role in the cost-effective treatment of chronic wounds, which are a huge economic burden to the Canadian health-care system," said Claude LeDuc, President and COO of ADI.

"We are very pleased to have Nanoderm™ in our portfolio of wound care products as we believe it represents a breakthrough technology for wound care," said David Donnelly, Vice President, Business Development, The Stevens Company.

Marianne MacMillan has been named Director

of Business Development for ADI and will support the efforts in partnership with Stevens to take Nanoderm™ to the next level.

Discover Nanoderm™ at www.nanoderm.com.

3M Develops IAD Guide

Incontinence-associated dermatitis (IAD) represents a significant health-care challenge worldwide. Recent consensus work has identified gaps in our current understanding and practice.

With this in mind, last fall 3M partnered with *Wounds International* to bring together the first truly international group of experts on IAD. Fourteen thought leaders met in London, UK, to review knowledge deficits in IAD and advance best practice principles to address the gaps. Key topics included risk assessment, the role of IAD in pressure ulcer development, assessment and categorization of IAD and development of a severity-based approach to treatment.

Following the meeting, a document reflecting the group's discussions and conclusions was developed that provides practical guidance on how to assess, prevent and manage IAD. For clinical leaders, a step-by-step guide on IAD prevention is provided, in addition to information on developing a structured prevention program.

We encourage you to read the consensus document at: www.woundsinternational.com/other-resources/view/incontinence-associated-dermatitis-moving-prevention-forward.

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