

Speaking Out...

WITH **JOHN STEVENSON**, VICE PRESIDENT, SALES & MARKETING, MENNEN MEDICAL CORP.

MENNEN MEDICAL CORP.

In 2004, Mennen Medical was acquired by Nektap Ltd. How has this impacted new product development as well as the company's goal to broaden its international reach?

The aim of Mennen Medical, under new management, is to enlarge its presence in the international market. Mennen Medical's R&D budget has been more than doubled. Our planned and recently introduced new products are expected to use the company's excellent positioning and significant experience in the medical devices industry to present unique and innovative solutions for cardiology with additional product categories.

The Horizon SE-CFE hemodynamic patient monitoring system with signal acquisition technology was released to global markets in August 2004. This is a product line replacement for the H9000WS-PFE system that enjoys significant market share and has been a reliable workhorse for the past decade. For 2005 additional models, Horizon SE-Lite and Horizon Compact have been added to the Horizon family of hemodynamic patient monitoring systems.

Mennen Medical Corp. received FDA clearance in February 2005 to market its innovative Horizon Angio patient monitoring and documentation system to the interventional cardiology and radiology market. Specifically designed for the interventional cardiologist and radiologist, the innovative system provides a cost-effective, efficient and convenient method to document and monitor all peripheral angiography procedures. Making the Horizon Angio a stand-out in the industry, its measurement and documentation capabilities include a full set of peripheral diagrams with visual stenosis depiction. These include head, neck, leg and arm, right and left sides, carotid, trunk and renal diagrams.

More new cardiology products and technologies are under development and planned for introduction in 2005 and 2006. These include electrophysiology; a low-cost, configured, multi-parameter physiological patient monitor with database communications for cath lab holding areas; and additional hemodynamic patient monitoring products. A low-cost, reduced-features cath lab will be introduced during 2005 for special international markets.

The physiological patient monitoring product line will expand during 2005 to include a full new product offering, including telemetry. The new bedside patient monitoring products are designed for low, medium and high price range global markets.

In addition, we are further developing our existing cardiology image archiving OEM relationship with ScImage Inc. We are actively exploring new OEM opportunities to augment our technologies and product lines.

Mennen Medical Corp's vision under Nektap Ltd ownership is to offer global cardiology markets a "best of breed" total cardiology solution product line that encompasses seamlessly integrated hemodynamics, electrophysiology, image archiving and a powerful cardiovascular information management system.

As a monitoring company, how does Mennen work with IT-based companies to provide integration of patient data to cardiac image and information management systems?

Mennen provides a wide range of "off the shelf" interfaces that provide information output to CVIS providers such as Apollo-Lumedx and Medical Dynamics etc. There are hundreds of such interfaces installed and functioning today with our H9000WS and Horizon SE hemodynamic systems and Clinibase patient information systems. We provide interfaces to most image archiving systems. In some instances, such as with ScImage, we have developed a seamless integration capability.

The patient information management market is growing rapidly. It is our belief that in order to be a serious competitor in the cath lab market of tomorrow, it will be necessary to offer a "best of breed" product line that encompasses seamlessly integrated hemodynamics, electrophysiology, image archiving and a powerful cardiovascular information management system based on distributed database designs. This cardiology product line will be a complete solution module that interfaces with the hospital enterprise information management system.

What can DAIC readers expect from Mennen's EMS XL 64-128 electrophysiology system product development project? What differentiates this product from other combo hemo/electrophysiology systems currently on the market?

Most EP systems available today generally are specific to only the EP procedure signals and have only started to address the nursing aspects for electronic charting/electronic record requirements. There are very limited choices for systems that provide both computerized hemodynamic and electrophysiology monitoring. Some of the major EP companies allude to an integrated capability; in reality, few, if any, can provide it.

The EMS XL 64-128 is a system that has a complete information offering from admission to discharge, is seamlessly integrated with hemodynamics and has a graphical user interface. This is new and innovational.

What is Mennen's vision for the future of the combination cath/electrophysiology lab?

Cath lab hemodynamic systems have advanced to meet the needs of electronic medical record requirements and integration with imaging and cardiovascular information systems. Electrophysiology system development has focused mainly on the technology itself and for the most part lacks integration of the hemodynamics. An integrated system that addresses both hemodynamics and electrophysiology, in addition to flexibility built in for the changes in technology, provides healthcare systems with an ideal cardiovascular information management solution. **DAIC**



John M. Stevenson is the Vice President Sales & Marketing of Mennen Medical Corp., a 42 year old company that is a global manufacturer/distributor of cardiology hemodynamic patient monitoring, cardiology patient information and physiological patient monitoring equipment systems.

Stevenson was recruited in August 2003, by the Charterhouse Group and their Charter Medical Technologies portfolio company, to join Mennen Medical Corp. a subsidiary. Upon completion of Mennen Medical Corp's acquisition by Nektap Ltd. in April 2004, Stevenson's mandate was redefined to include all aspects of sales, field service, marketing, customer support engineering and clinical education. In addition, responsibilities for cardiology new product development, were assigned.

Stevenson is a business development and turnaround specialist. He brings an extensive background in senior executive management consulting to his distinguished career. Since 1985 Stevenson had been providing interim management ("rent-an-executive"), project consulting and executive coaching services to medical company clients located in Canada, Europe and USA. His consulting practice, Stevenson Associates International, based in Buffalo, New York and Toronto, Ontario specialized in high technology and new economy medical start-up companies.

Stevenson's 35 years of world wide experience with medical technologies, companies, markets and end users, plus his network of contacts on both sides of the Atlantic, was the foundation for establishing his consulting client base.

For More Information

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