



**Mediwatch and GE Healthcare  
announce Distribution Partnership**

# Mediwatch Newsletter July 2010

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## Mediwatch Plc enters into a Distribution Agreement with GE Healthcare



### About Mediwatch plc:

Mediwatch is a leader in its field. The Company is continually striving to develop and market faster, simpler and less invasive diagnostic products to help save lives and restore quality of life for people with a variety of urological conditions.

Founded in 1995, Mediwatch ([www.mediwatch.com](http://www.mediwatch.com)) has developed a range of point-of-care medical equipment for the diagnosis of urological disorders.

The business focuses its design skills towards diagnostic products that can be used across the medical profession.

Mediwatch has established excellent foundations for continued growth building on the acquisition and integration of a division of Medtronic Inc in 2007, an international distribution network and its research and development programmes.

Mediwatch has a global presence with offices in both the UK and US. The UK office is the base for manufacturing, research and development, sales and marketing

to the rest of the world outside of the US and Canada with a direct sales force for the UK markets. The US office manages a direct sales and marketing infrastructure to cover the US and Canada along with some research and development activities.



**Mediwatch plc ("Mediwatch" or "the Company") (AIM: MDW), the innovative urological diagnostic manufacturing company, has entered into an agreement with GE Healthcare to distribute its ultrasound devices to selected areas in the US.**

Under the terms of the agreement, Mediwatch will distribute GE Healthcare's ultrasound products for urology, nephrology, uro-gynecology and radiation oncology (urologic applications) practices.

"Mediwatch is proud to have the opportunity to market GE Healthcare's leading ultrasound

technology in the US with our innovative range of products," said Philip Stimpson, Chief Executive Officer of Mediwatch. "The addition of GE Healthcare's ultrasound products will enhance our ability to offer a single source solution for urology healthcare providers."

### Contacts

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### About GE Healthcare:

GE Healthcare provides transformational medical technologies and services that are shaping a new age of patient care. Our broad expertise in medical imaging and information technologies, medical diagnostics, patient monitoring systems, drug discovery, biopharmaceutical manufacturing technologies, performance improvement and performance solutions services help our customers to deliver better care to more people around the world at a lower cost. In addition, we partner with healthcare leaders, striving to leverage the global policy change necessary to implement a successful shift to sustainable healthcare systems.

Our "healthymagination" vision for the future invites the world to join us on our journey as we continuously develop innovations focused on reducing costs, increasing access and improving quality and efficiency around the world. Headquartered in the United Kingdom, GE Healthcare is a \$16 billion unit of General Electric Company (NYSE: GE). Worldwide, GE Healthcare employs more than 46,000 people committed to serving healthcare professionals and their patients in more than 100 countries. For more information about GE Healthcare, visit our website at [www.gehealthcare.com](http://www.gehealthcare.com).

**For our latest news, please visit** <http://newsroom.gehealthcare.com>



## Urodyn+ Update

Mediwatch has beaten stiff competition to win an important, high profile order from global pharmaceutical company, Allergan Inc. It is a multinational, multisite order for a BPH drugs trial and will be rolled out to the trial sites between now and the end of 2010.



Fig. 2

## Greenland Facts

Greenland has a population of 58,600 of whom 88% are Inuit. The remaining 12% are of European descent, mainly Danish. Nearly all Greenlanders live along the fjords in the south-west of the main island, which has a relatively mild climate. Approximately 15,000 Greenlanders reside in Nuuk, the capital city.

Dronning Ingrid's Hospital:  
Queen Ingrid's Hospital.

Queen Ingrid (1910 – 2000) was married to King Frederik IX of Denmark (1899 – 1972 / king 1947 – 1972).

June 2nd, 2010  
Anders Pedersen

Both Greenlandic (Kalaallisut) and Danish have been used in public affairs since the establishment of home rule in 1979, and the majority of the population can speak both languages. Greenlandic became the sole official language in June 2009.

## Clinic with Sensic goes to Greenland, our most Northerly placed Sensic

**KEBO MED A/S has recently installed a Clinic with Sensic system at the surgical ambulatorium at Dronning Ingrid's Hospital - DIH - in Nuuk, Greenland. The system replaces a Menuet Compact Plus system that has been in use at the hospital for more than 10 years.**

A standard urodynamic examination at DIH consists of

a spontaneous uroflowmetry followed by two voiding cystometries, all procedures carried out on the Clinic system. The first filling is to maximum cystometric capacity and the subsequent filling is to normal desire to void. Female patients are examined in sitting position and male patients in standing position. DIH offers a translation service to patients (Inuit/Danish). Up to 100 examinations are performed per year.

Fig. 1 Screen dump of a patient examination. Filling phase is normal. Voiding phase shows low bladder contraction and multiple flows associated with straining.

Fig. 2 View over Nuuk. The yellow building to the left is the old hospital. Missionary Hans Egede (1686 – 1758) at the top of the hill overlooks the old harbour.

Also a Urodyn+ with a Wireless Spinning Disc Flow Meter was installed in the ward. 250 to 300 uroflows are carried out per year. The new Urodyn+ is replacing a (green) Urodyn 1000

Fig. 3 Kit Bergmann, responsible for the urodynamic examinations, is finalizing a urodynamic report at the Clinic with Sensic.

Furthermore the department

has decided to get a Portaflo Advanced system with wireless weight cell flow meter. DIH supports 6 smaller hospital spread over Greenland with two field visits per year. The Portaflo Advanced system will be used for uroflow studies in the field.

Fig. 4 Urodyn+ installed in the ward's office. The Wireless Spinning Disc Flow Meter was installed separately in a nearby toilet room.

Fig. 5 Dronning Ingrid's Hospital – Main entrance and ambulance station. DIH is the main hospital in Greenland. It has 191 beds spread over a number of specialties. DIH has a beautiful view to the Nuuk Fjord.

Fig. 6 Santa Claus' mailbox in Nuuk. The incoming mail reaches already the mid window (May).



Fig. 3



Fig. 4



Fig. 5



Fig. 6

Fig. 1



## OEM Partnership with Thought Technology Ltd.

**Mediwatch plc ("Mediwatch" or "the Company", AIM: MDW), the innovative urological diagnostic manufacturing company, and Thought Technology Ltd., the worldwide leading expert in biofeedback, have entered into an OEM agreement to integrate their technology onto the Mediwatch pelvic floor diagnostic platform.**

The agreement provides for collaboration between the two groups to offer a range of pelvic floor rehabilitation systems under the Mediwatch "Venus" brand. The new range of products will be sold worldwide by Mediwatch through its direct channels in the USA, UK and its distributors throughout the Rest of the World.

Pelvic floor rehabilitation equipment is yet another component of Mediwatch's strategy to develop a "One Stop Shop" approach to the provision of urologic care equipment.

Philip Stimpson, Mediwatch Chief Executive commented:

"This OEM agreement provides Mediwatch with an immediate entry into this expanding marketplace. We continue to look at ways to develop, extend and enhance our One Stop Shop offering for diagnostics all with the aim of providing excellent patient diagnosis and care solutions."

## Introducing our Intermittent Self Catheterisation Range

We are currently in the process of evaluating a range of Intermittent Self Catheterisation products. It is a large and expanding market and our simple, easy to use range has been carefully designed to meet users' needs.

Please contact your representative for details of the ongoing evaluations.



## Charity Work

**Mediwatch is proud to support Prostaïd, a charity dedicated to fighting Prostate Cancer.**

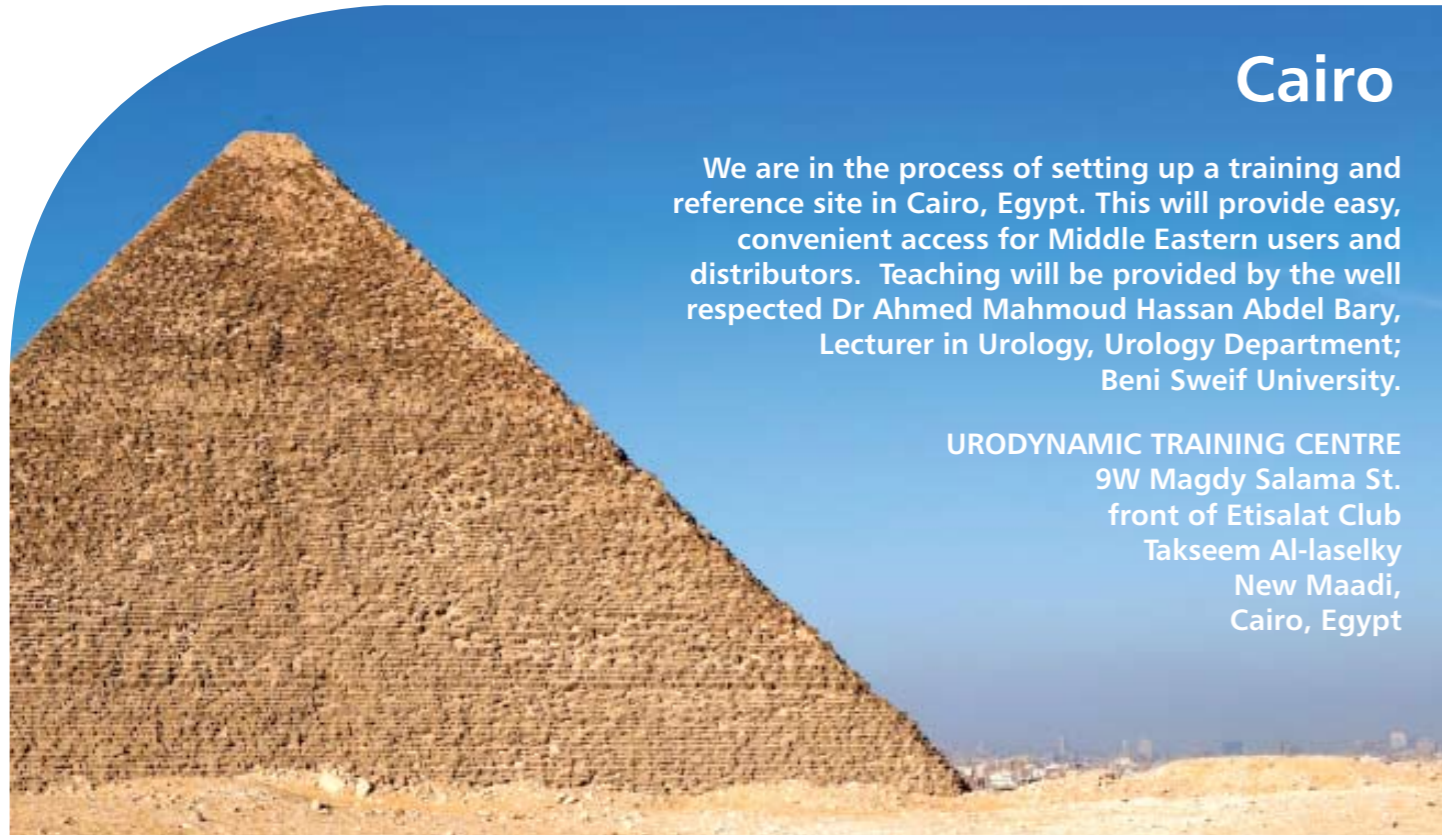
We are also keen supporters of the Graham Fulford programme, which aims to raise awareness and provide free testing for the disease.

## Distributor Website Support

We are looking to expand and develop the distributor section on our website to include:

- Literature Approvals
- Competitor updates
- Training materials
- Product data sheets
- Copies of manuals and instructions for use

We hope this will help us provide a comprehensive and easy to access package of support and information for our distributors and end users.



## Cairo

We are in the process of setting up a training and reference site in Cairo, Egypt. This will provide easy, convenient access for Middle Eastern users and distributors. Teaching will be provided by the well respected Dr Ahmed Mahmoud Hassan Abdel Bary, Lecturer in Urology, Urology Department; Beni Sweif University.

**URODYNAMIC TRAINING CENTRE**  
 9W Magdy Salama St.  
 front of Etisalat Club  
 Takseem Al-laselky  
 New Maadi,  
 Cairo, Egypt

## Update on UK move

**All is progressing well with the UK business move. We have found great, new premises with excellent facilities for training and education, which will enable us to integrate production, research and development, sales and customer support, all under one roof.**

The exact date of our move is to be confirmed, but we anticipated that we will be operating from our new premises by August.



### Exhibition Update

**Mediwatch has recently been exhibiting at the European Association of Urology (EAU) conference in Barcelona. Many delegates and exhibitors were missing, because of the halt on many international flights due to the eruption of the Icelandic volcano. However, Mediwatch came through with a (almost!) full house.**

We had a very strong presence at the American Urological Association (AUA) conference in San Francisco (29.5.10 - 2.6.10).

Other conferences at which Mediwatch had a strong presence include the British Association of Urology Surgeons (BAUS) conference, 21-24 June, in Manchester.

Please see our website for full details of all events Mediwatch is participating in.

**The address and postcode for the new site will be Lumonics House, Valley Drive, Swift Valley, Rugby, CV21 1TQ**

**Phone and fax numbers will remain the same.**

### Clinic and EnCompass upgrades

As part of our continued efforts to respond to user feedback, we have made upgrades to our Clinic Cart and EnCompass systems. These include a C arm that allows the clinician to place the transducers closer to the patient and the addition of a swivel mount so the patient can be shown the display.





## People Update

There have been a number of appointments and other employee news this quarter.



### The US team is delighted to announce the following key appointments:

#### **Cindy Johnson (Controller)**

Cindy's background includes experience at Deloitte & Touche (one of the big four public accounting firms) and Wachovia bank.

#### **Stacy Azzaro (Inside Sales)**

Stacy has extensive inside sales experience and loves what she does. She has already learned much about the features of our equipment in her short time with us.

**Casey Rosa** will now be responsible for the entire Eastern Coast of the US as Territory

Manager. Casey will have 2 direct reps 13 independents. This is a very important position for the company and we wish Casey all the very best in his new role.

**Jeff Dannenberg** will now have an extended territory to include Eastern Tennessee. Jeff will have Mary and 9 independent sales representatives reporting to him. We wish Jeff every success in his expanded territory. Along with a new range of products, we believe these changes will benefit the company for the future.

**Nick Darker** will take on a new role as Assistant to the President for all Technical matters including Sales and Marketing. Nick will work very closely with Philip and

all the Territory Managers, as well as Product Manage Biochemistry, Biofeedback and the GE line of Products. Nick has started this role as of June 1st.

**Lisa Neu**, a highly qualified and well known Urodynamics specialist, will be joining the company as manager of Technical Training and support for Urodynamics, Anorectal Manometry and Biofeedback and will be assisting Diane Durrell and Lee McLeod in launching the Mobile Clinics service.

**Sandrine West** is now the Product Manager for all GE Products. She is a highly skilled Sonographer with a great depth of skill and experience in Ultrasound Technology. We wish

her every success in building up a team of 30 Sonographers across the country to assist Mediwatch in the Sales and Support of the GE Range of Equipment.

**Elizabeth Burda**, a qualified Sonographer with 17 years at BK, will be joining the company as a Direct Rep for Florida and Georgia and working under the guidance of Casey Rosa. We welcome her and wish her well in this new position.

**Glen Mahler**, an experienced marketer of medical diagnostic equipment, has joined Mediwatch and will be covering the Mid and Northern California area and Northern Nevada. We look forward to working with him and wish him success.

**Don Smith**, our independent representative in Oregon, will be joining us as a Direct Rep in the Northwest Territory and will assist in setting up and managing operations in Canada. This will result in the opening of a new West Coast office.

**Ellie Peltier** will now be covering the territory of Southern California, Southern Nevada and Arizona.

### Meanwhile the UK team welcomes new employees:

**Alan Dorling** (Sales and Marketing Director UK, and **Sheena Govind** (Marketing Assistant).

## China

Registration work has now begun in China. The registration and set up process is a lengthy and complex task, but we recognise that it is a very important long term market for us.

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