



ADI Medical



Fresh Approaches in  
Medical Devices

## Consultancy, Market Research & Distributor Selection

From our Marlow base, in a convenient UK location, we have a supreme track record in establishing and focussing excellence, adding value to the delivery of profit to Medical Device businesses.

Our principal area of expertise is capitalising on opportunities within the European market for, in the main small and medium device companies; this comes in the form of:

- Distributor Search and Selection
- Market Research, Access and Strategic Input
  - Sales & Marketing
- New product opportunities and launch

We would be delighted and honoured to assist in portraying this local knowledge and skill into delivering success to your products in Europe. The following are some of the projects that we have undertaken in recent times, across a broad sphere of device and geographic areas.



### ***Europe wide marketing for US company supplying Urology products***

Commencing with regulatory submissions and approvals (CE Marking), we established a distributor network for a novel range of products in the Catheterization field.

From initial market research and opportunity analysis, suitable distributors were identified, approached and appointed. A strict "potential order" was followed to maximise sales and profit advantage, concentrating on Germany, UK, France & Italy and following through with the rest of Europe, including Scandinavian markets.

### ***Development and launch throughout Europe of product for management of large & difficult wounds***

An example of our abilities to take an idea for a product from its infancy and develop it through to launch and commercial success.

Identified as a niche market segment, this area of Wound Management was underserved. We developed a suitable product and took it to market throughout Europe. Although manufacturing responsibility has now been divested, we still sell the product, profitably, in the UK today.



Figure 1 - Perforated Fibroid graft

### ***UK Sales and Marketing for Asian company in the area of soft tissue implants and reconstruction***

We developed the sales and marketing plan by segmenting the large number of opportunities for this product range. Guided by seeking KOL input, we ensured that the best possible commercial outcomes were fulfilled within the most profitable surgical sectors – Plastic & Reconstruction, Urogynaecology and General Surgery.

## **European Market Access and Distribution for Wound Care Dressings**

A classic project to establish effective and profitable sales and marketing for a range of advanced wound management dressings. We ensured that Germany, UK and France were established as key markets, followed by Italy, Spain, Scandinavia and Benelux. We located and recommended suitable distributors and worked to manage a successful transition to launch in each market.



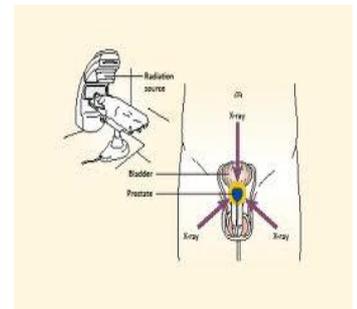
## **Tissue Sealing Agents, UK Market Access**

Working with a major healthcare company we established the framework for initiating an existing product into a new market sector. The project involved definitive research and establishment of key opinion leader panels to develop a marketing plan and promotional standpoint in the key area of Plastic and Reconstructive Surgery, including Burns.

## **Targeted Radiotherapy**

Development and research opportunities for a cost effective device to ensure better outcomes in Radiation Therapy for Prostate Cancer.

We assisted in the clinical, regulatory and marketing establishment in Europe for this simple but novel addition to the treatment algorithms for this disease. Key Opinion Leaders in Europe drove our plans and focus, to ensure an effective marketing plan and support programme could be presented to potential distributors.



Additionally to the above, we have also undertaken projects in the areas of: Laparoscopy, ENT, Neonatal, Cardiology, Orthopaedics / Orthobiologics and many more

### **In Summary:**

We know Medical Devices

We know the market, how big it is and where it's going

We know the players, where they sit and what they're doing

We know the customers, their structures, processes, requirements and constraints

We know the outlets, how to get products to the market and with whom

We are professional, yet fun to work with and we're very happy to work with you!

Please contact us as follows:

### **ADI Medical**

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