



ACTIVHEAL®
**OUR STORY
& WHAT OUR
CUSTOMERS SAY
ABOUT US**



activheal.com





Advanced Medical Solutions Ltd

ABOUT ADVANCED MEDICAL SOLUTIONS

FOUNDED IN 1991, ADVANCED MEDICAL SOLUTIONS IS A WORLD-LEADING INDEPENDENT DEVELOPER AND MANUFACTURER OF INNOVATIVE AND TECHNOLOGICALLY ADVANCED BRANDED AND OWN-LABEL PRODUCTS.

Advanced Medical Solutions (AMS) is a global supplier within the advanced wound care, surgical and wound closure markets, operating out of sites in the UK, Netherlands, Germany, Czech Republic and Israel. The AMS group specialises in the development and manufacture of high performing products such as antimicrobials, fibres, foams, hydrocolloids and hydrogels within our wound care assortment, and tissue adhesives, sutures, collagens and haemostats within our surgical portfolio. As a leading manufacturer, AMS develops and supplies products for small and large blue chip companies under private labels, as well as having own branded products under **ActivHeal®**, **LiquiBand®** and **RESORBA®**



Find out more at www.admedsol.com

AMS PRODUCTS
ARE SOLD
GLOBALLY IN OVER

75
COUNTRIES



750+
EMPLOYEES

THE ACTIVHEAL® BRAND

The ActivHeal® range was developed in 2005, specifically to meet the needs of the NHS, by offering **cost savings** without compromising on clinical outcomes or patient care.

With the growing cost of wound management and associated comorbidities estimated at £5.3bn¹, ActivHeal® provides the solution with a cost-effective and comprehensive range of advanced dressings that have been reported to be equal to/ or better than market leading products, supporting healing in all acute and chronic wound types.

ActivHeal® answers all of your daily wound care requirements in one range that includes:

ANTIMICROBIALS

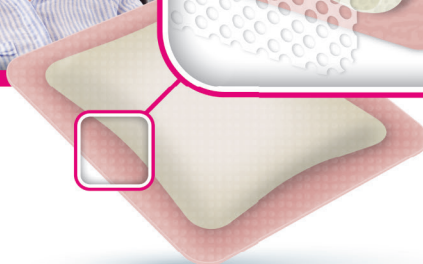
FOAMS

FIBRES

HYDROGELS

HYDROCOLLOIDS

£5.3
BILLION
COST OF WOUND
MANAGEMENT
IN THE UK¹



activheal.com



activheal

100%
OF CLINICIANS
FELT THE
ACTIVHEAL®
EDUCATIONAL
LITERATURE WAS
OF EXCELLENT
QUALITY AND
THEY GREATLY
BENEFITED
FROM IT²

MADE IN THE UK



“We are a UK manufacturer of advanced wound care dressings and we are proud that we achieve a high level of performance in this area, ensuring products are available when patients require them. We aim to deliver on time and in full achieving industry leading performance.”

Mat Tomlinson - Warehouse Manager

Our range of ActivHeal® dressings are made in the UK for use in hospitals, nursing homes and community care settings.

RELIABLE SUPPLY CHAIN

The UK production facility and central location ensure >99% complete and on-time delivery of orders. An outstanding industry performance.

99.1%
SERVICE LEVEL ACHIEVED IN Q1 2019



Our experienced research and development team (R&D) and ongoing investment into our manufacturing site continues to drive our high quality products and allows us to expand product ranges whilst maintaining low costs.

- ✓ MDSAP certified
- ✓ Quality Management Certification (ISO 13485:2016)
- ✓ Onsite Quality and Regulatory team
- ✓ Dedicated in-house Research and Development department and Clinical Research team



**INTERESTED IN LOOKING AROUND
OUR MANUFACTURING FACILITY
TO SEE FOR YOURSELF?**



Advanced Medical Solutions

BY THE END OF MAY

2024

ADVANCED MEDICAL SOLUTIONS
IS ACTIVELY WORKING TOWARDS
MDR READINESS

New ActivHeal® packaging >



NEW EU MEDICAL DEVICE REGULATIONS (MDR)



*“ We are in the process of
executing the changes required
to meet the new Medical Device
Regulations which are already
in effect and come into full
enforcement on the 26th May 2020.*

*We are also planning to ensure
that our existing products will
be compliant with existing MDR
requirements by the end of 2024.”*

Becky Walmsley,
Business Unit Director Wound Care

The NEW EU Medical Device Regulations were published on May 25th, 2017, and will become fully effective from 26th May 2020. All products must be transitioned to or be assessed in line with the new MDR requirements. In readiness for the new regulations, Advanced Medical Solutions have put the following into place:

- ✓ In-house team dedicated to MDR
- ✓ MDR requirements incorporated into all new product development
- ✓ Recertification is underway to ensure no risk in the supply of products by 2024
- ✓ Migrated to an EU Notified Body
- ✓ MDR organisation and timelines in place from the end of Q1 2020 with completion by 2024



10%

**YEAR ON YEAR
REDUCTION
IN SERVICE* USE**

*Percentage based on gas, electric and water usage over a 12 months period

ENVIRONMENTAL POLICY

The state of the art Advanced Medical Solutions facility was purpose-built to reduce the impact on the environment by achieving **lower power usage**, **fewer emissions** and **less waste** while supporting the local economy.

“ Advanced Medical Solutions commit to promote AMS Group Plc's environmental objectives throughout all stages of its work across all of its respective business units and brands. Furthermore we recognise we need to protect, conserve and enhance the natural capital in all our business locations.”

Nick Stone Advanced Medical Solutions Group Health, Safety & Environmental Manager

ADVANCED MEDICAL SOLUTIONS HAS COMMITTED TO:



**CUT GREEN HOUSE
GAS EMISSIONS BY
40% FROM
1990 FIGURES**

**ENCOURAGE OUR
PEOPLE TO BRING
FORWARD NEW
INITIATIVES**



**ENSURING
PRODUCTS ARE
FROM SUSTAINABLE
SOURCES WHERE
POSSIBLE**



**WORKING
ALONGSIDE
SUPPLIERS TO
USE RECYCLABLE
MATERIALS IN ALL
PACKAGING**

**REDUCTION
IN BUSINESS MILES
BY COMBINING
DELIVERIES**



PROUDLY SUPPORTING OUR CHARITIES



Tissue
Viability
Society

TISSUE VIABILITY SOCIETY

Promotes research and increased awareness of all aspects of good clinical practice in wound prevention and management.



ST LUKE'S HOSPICE

Provides vital palliative care to local people, giving support and refuge to them and their families in ways that go beyond the scope of the NHS.



THE LINDSAY LEG CLUB FOUNDATION

Created to relieve suffering from problems with lower limb and associated conditions through the implementation of an award-winning model that motivates and empowers individuals to take ownership of their care.



“ We experienced blisters, stinging nettles, running from inquisitive cows, and getting lost a few (or many) times – but all in all we made it! Everyone did so well and I am so proud of the whole group!”

Jodie Lovett, Senior R&D Technologist, Advanced Medical Solutions

ACTIVELY SUPPORTING
CHARITIES

£10k

RAISED FOR ST LUKE'S
HOSPICE IN 2018

MARKET-LEADING PACKAGING

“Here at ActivHeal® we listen to what our customers say and following this we are in the process of developing our next generation packaging to further aid product identification and selection and in so doing reducing waste.”

David Hibbitt

Global Marketing Manager - ActivHeal®

Our simplified approach to packaging incorporates **colour-coded boxes** and **clear descriptions** to help you make accurate selections - ensure the right product is selected the first time, reducing unnecessary waste and saving time, allowing you to spend more time with your patients.

- ✓ Unique approach to product branding
- ✓ Generic names ensure the right product first time
- ✓ Colour-coded packaging aids selection
- ✓ Clear instructions for use



9/10 OF PEOPLE WOULD
RECOMMEND ACTIVHEAL®
PRODUCTS TO A COLLEAGUE³



97% OF CUSTOMERS SAID ACTIVHEAL®
PRODUCTS OFFER EXCELLENT
VALUE FOR MONEY³



COST EFFECTIVE

“ We have been using ActivHeal® products on our Formulary now for 4 years and have not been disappointed at all. They are, without a doubt, cost-effective, but more importantly, clinically effective. In my experience, both patients and nurses like using the products, so if they are happy, then so am I.”

Tissue Viability Nurse, North West

Wound care solutions from ActivHeal® are cost-effective, clinically proven and include a variety of advanced dressings for both chronic and acute wounds including antimicrobials, foams, fibres, hydrocolloids and hydrogels answering all of your daily wound care requirements in one range.

- ✓ Affordable without compromising on quality
- ✓ Meet the full needs of a trust with one main supplier
- ✓ Aligned to the NHS Supply Chain
- ✓ UK based manufacturing means no international trade tariffs or duties



Contact ActivHeal® team to see how much you could save:
T 08444 125 755 E activheal@admedsol.com W activheal.com

CLINICALLY PROVEN

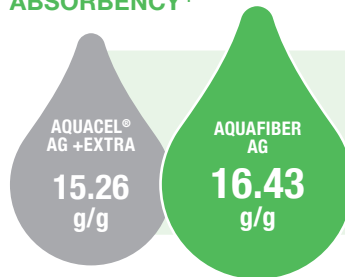
Our range of dressings has undergone extensive research and development to support the healing process at each stage, providing the optimal conditions to aid effective healing. Clinical studies have shown that ActivHeal® products have equal to or improved performance when compared to other leading brands.

ActivHeal® customers rated ActivHeal® products equal to or better than a leading brand³.

- ✓ Initially developed specifically for the NHS
- ✓ Clinically effective
- ✓ Enhanced performance
- ✓ Investment in novel technologies

“ActivHeal® offers a comprehensive range of products that have provided significant savings to the trust, without compromising patient care.”

ABSORBENCY¹



Higher absorbency can result in reduced dressing change frequency, minimising clinician time and disruption to the patient.

FAST INITIAL AND SUSTAINED ANTI-MICROBIAL ACTIVITY²

BACTERIA	AQUAFIBER AG			AQUACEL® AG		
	7 DAYS	14 DAYS	21 DAYS	7 DAYS	14 DAYS	21 DAYS
MRSE	✓	✓	✓	✓	✓	✗
MRSA	✓	✓	✓	✓	✓	✗
VRE	✓	✓	✓	✓	✓	✗
S.pyogenes	✓	✓	✓	✓	✓	✗
S.epidermidis	✓	✓	✓	✓	✓	✗
E.coli	✓	✓	✓	✓	✓	✓
C.albicans	✓	✓	✓	✓	✓	✗
P.aeruginosa	✓	✓	✓	✓	✓	✓

ActivHeal is a registered trademark of Advanced Medical Solutions.
Aquacel is a registered trademark of ConvaTec.



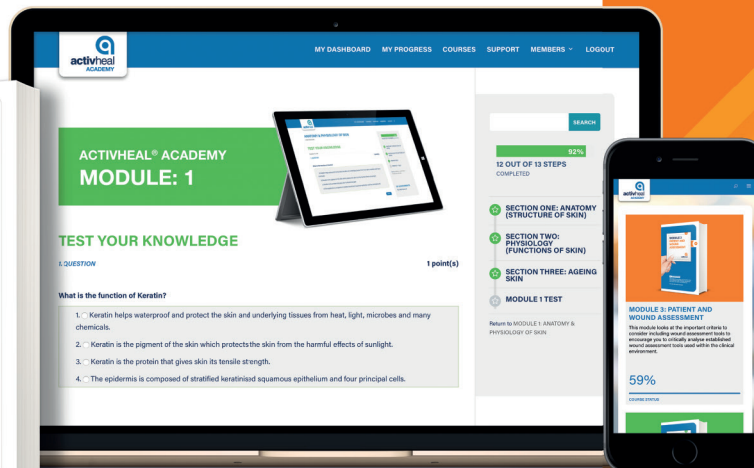
98%

OF USERS RATED
ACTIVHEAL®
PRODUCTS OK,
GOOD, VERY GOOD
OR EXCELLENT³

FREE GENERIC WOUND CARE EDUCATION PROGRAMME

ActivHeal® believe it is essential for all healthcare professionals to have access to accurate and relevant wound care education. That is why we are committed to providing our customers with FREE wound care training and support. The ActivHeal® Academy is a multi-tiered education programme designed to support clinicians of all levels with easily accessible, online education resources.

- ✓ Nine Simplified Guides
- ✓ Five comprehensive modules based on a higher learning university level
- ✓ 6th Edition Education Pocket Guide to Wound Care
- ✓ Online tests
- ✓ PDF certificates
- ✓ Supports Continuing Professional Development (CPD)
- ✓ Optimised for use on mobiles and tablets



96%

OF CLINICIANS
SAID THE
PROVISION
OF EDUCATION
MATERIALS
IS IMPORTANT
TO THEM³

THIS GENERIC
WOUND CARE
GUIDE IS
PACKED FULL
OF USEFUL
INFORMATION

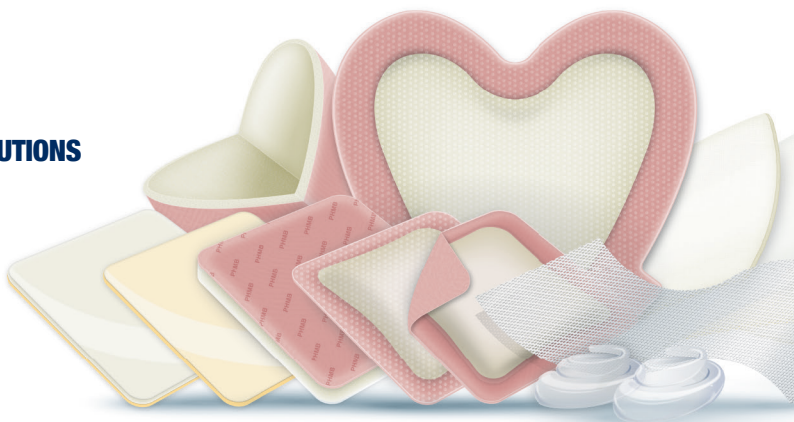


WOUND CARE
BECAUSE YOU CARE

activheal.com

WHY CHOOSE ACTIVHEAL®?

- ✓ **MADE IN THE UK WITH THE NHS IN MIND**
- ✓ **AFFORDABLE AND PRACTICAL WOUND CARE SOLUTIONS**
- ✓ **NO COMPROMISING ON QUALITY**
- ✓ **MARKET-LEADING PACKAGING**
- ✓ **CLINICALLY EFFECTIVE**
- ✓ **FULLY SUPPORTED**
- ✓ **FREE MULTI-TIERED EDUCATION PROGRAMME**



Advanced Medical Solutions Ltd

Premier Park, 33 Road One, Winsford Industrial Estate, Winsford, Cheshire CW7 3RT
T 08444 125 755 **E** activheal@admedsol.com **W** activheal.com



References:

1. <http://blog.entechealth.com/blog/the-true-cost-of-wound-care>. 2. <https://epostersonline.com/wounds2018/node/256>
3. ActivHeal survey in partnership with The Journal of Community Nursing and Wound Care Today based on 504 responses
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