



Supporting healthcare  
professionals for over  
150 years



## Why Smith & Nephew

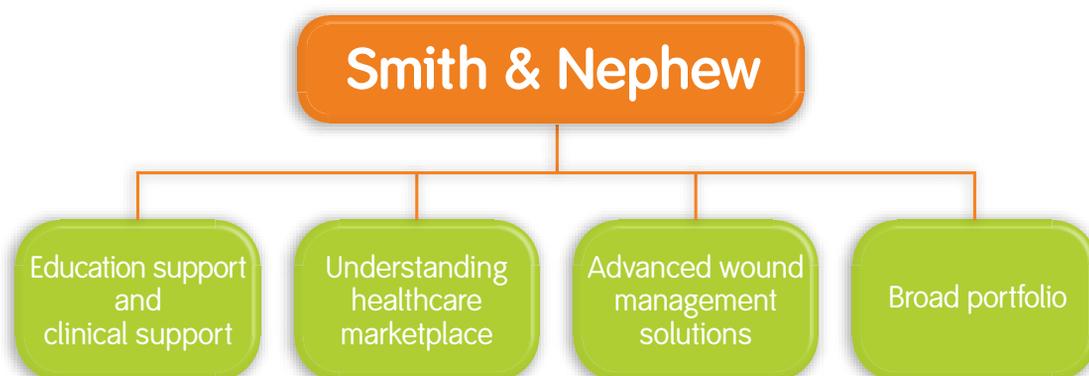
# The Smith & Nephew difference: serving you and your patients across the continuum of care

**At Smith & Nephew we're proud to support healthcare professionals in their daily efforts to improve the lives of their patients.**

Smith & Nephew Advanced Wound Management provides high quality products, medical education, and services supporting initial wound bed preparation through to full wound closure, enabling better outcomes for patients and healthcare systems.

With a wide portfolio of wound care products targeting chronic and acute wounds, we take a pioneering approach to the design of our products and services and strive to secure wider access to our technologies for more customers.

## Smith & Nephew continuum of care:



### Pioneering design

Smith & Nephew products are designed for people who happen to be patients. Significant time and resources are dedicated to research and development to ensure that our products support healthcare professionals and patients.

### Enabling better outcomes

We strengthen the impact of healthcare professionals by providing high quality products, medical education, and services that are designed to help drive better clinical outcomes, supporting our customers in improving the lives of patients worldwide.

### Securing access

We support healthcare professionals by making our products available for use with their patients, by designing, manufacturing, and providing accessible products.

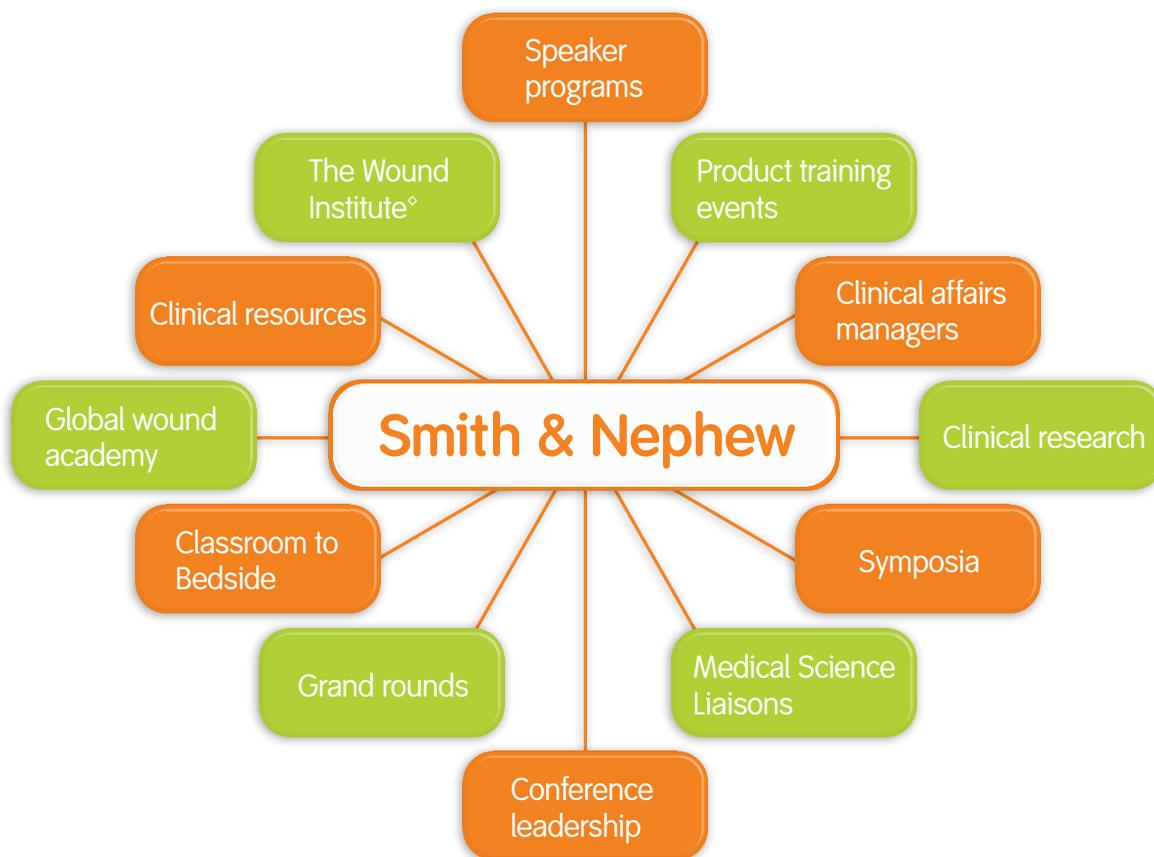


 At **smith&nephew**, we deliver advanced medical technologies that help healthcare professionals, our customers, improve the quality of life for their patients.

Going beyond

# Smith & Nephew's product support and wound care education offerings

At Smith & Nephew we're proud to support healthcare professionals in their daily efforts to improve the lives of their patients.



# Understanding the changing healthcare market

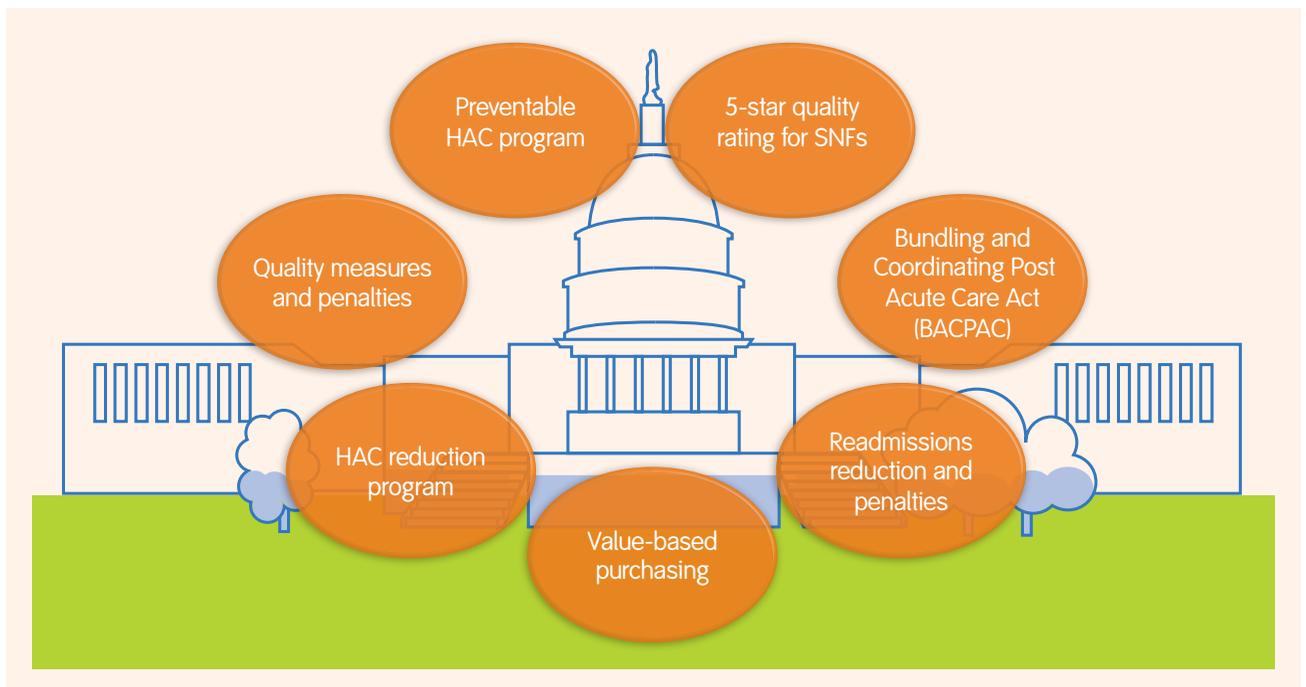
## Broadening your understanding

Changes over recent years in the acute term care environment have greatly impacted this industry. Health reform is dramatically changing the landscape for wound care.

Recent programs including Preventable Hospital Acquired Conditions (HAC) programs, 5-star quality ratings for skilled nursing facilities (SNFs), the bundled payment care initiative,

and readmissions reduction and penalties are only a few examples of how new policies are impacting how healthcare providers view patient care, better clinical outcomes, and care coordination. To maximize patient outcomes, and minimize prolonged care, more and more acute care facilities are choosing products that are evidence based and have proven technologies, such as those developed by Smith & Nephew.

## Health reform is changing the way payers and providers view wound care



## Rise in quality measures and reporting

Integration of large health systems with post-acute providers is becoming more frequent, as healthcare providers team up to deliver better care and control costs. Creating effective treatment,

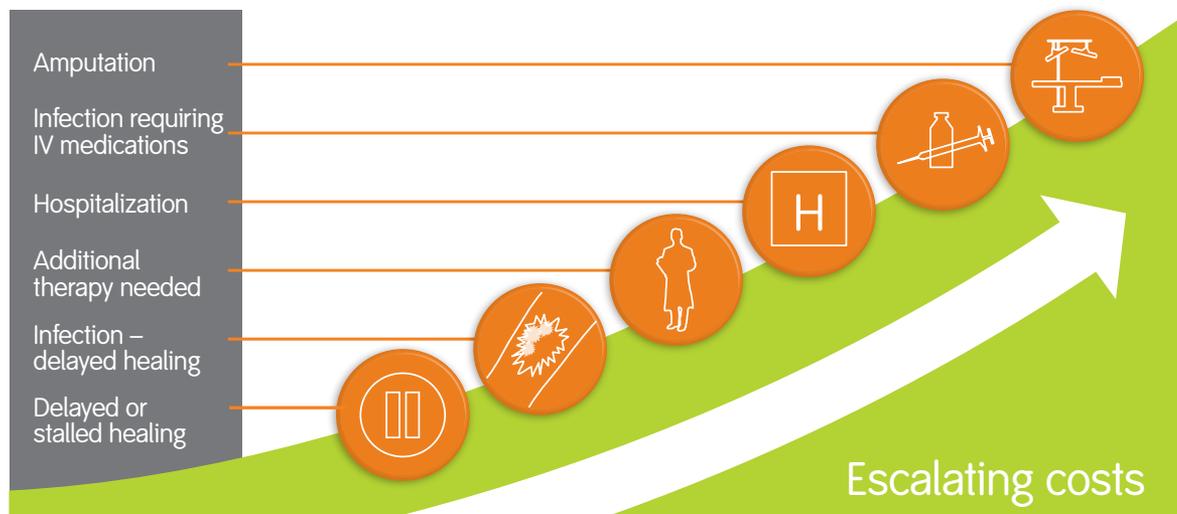
transition, and follow up plans for patients and improving outcomes will allow provider affiliations to benefit from mutual savings in a bundled payment future.

## Burden of cost

# The human and economic impact of chronic wounds

## Improved quality and cost

Chronic wounds are difficult to heal and costs escalate with complications<sup>1,2,5</sup>



### Economic implications

Chronic wounds represent a large and growing burden for the US healthcare system. In the US, chronic wounds affect an estimated 6.5 million individuals,<sup>1</sup> and more than \$33 billion is spent annually on their treatment.<sup>2-4</sup> These costs are expected to grow because predisposing conditions for chronic wounds (eg, advanced age, diabetes, obesity) are becoming increasingly prevalent. The most common types of chronic skin wounds are pressure ulcers, diabetic foot ulcers, and venous leg ulcers.

### Burden of illness

The term “burden of illness” is common and generally understood in many disease states. In wound care, however, the burden of illness has historically been ill-defined and misunderstood until recently.

There is a dramatically changing population (over 65) that is fueling new emerging innovative payment models that incentivize quality, cost efficiency, and care coordination. For example:

- A need for new treatment models that address chronic disease management
- Improved care coordination during the patient’s journey between sites of care
- Increased payer and policymaker attention on spending
- Financial penalties for avoidable hospital readmissions (and soon for SNFs, long term care hospitals, and other post-acute)

### Economic burden of chronic wounds annually



- **Diabetic foot ulcers<sup>2</sup>**  
**\$9.1 billion to \$13.2 billion**  
Annual treatment costs for all care settings, all payers
- **Venous leg ulcers<sup>3</sup>**  
**\$14.9 billion to \$17.4 billion**  
Annual treatment costs for all care settings, all payers
- **Pressure ulcers<sup>4</sup>**  
**\$9.1 billion to \$11.6 billion**  
Annual treatment costs for inpatient only, all payers

Our commitment  
to wound care

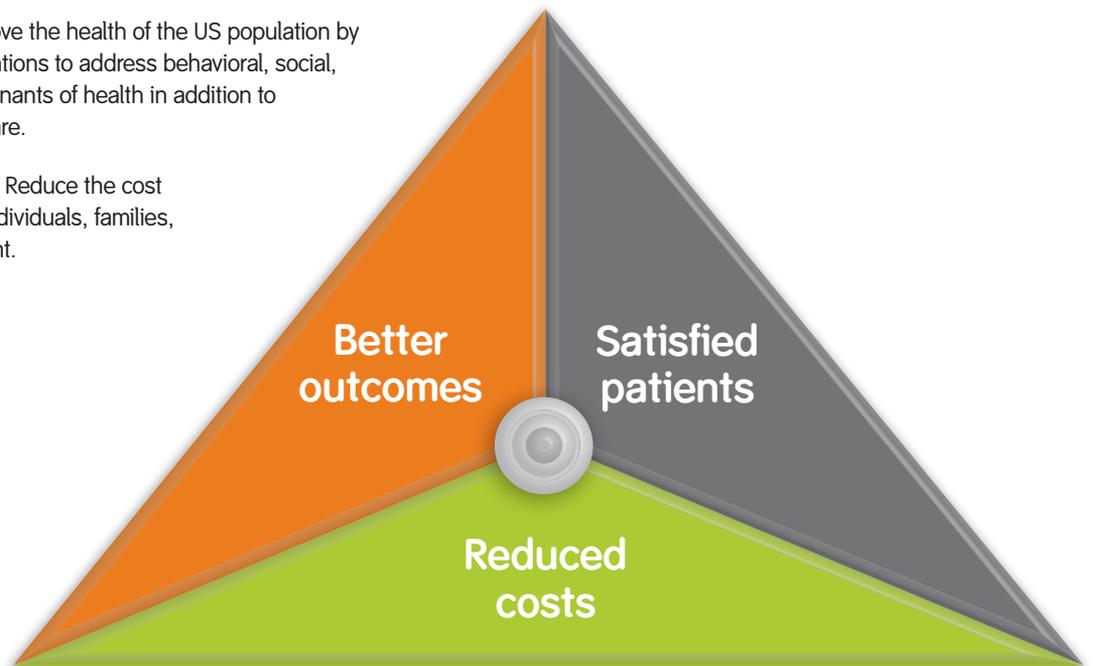
# Focus on helping you reduce the human and economic burden of chronic wounds

## Making the Triple Aim possible

As mandated by the Patient Protection and Affordable Care Act, the National Quality Strategy established a set of three overarching aims that are guiding national efforts to improve the quality of health care. The Triple Aim, along with the financial incentives built into the ACA, is generating meaningful changes in the way health care is delivered.

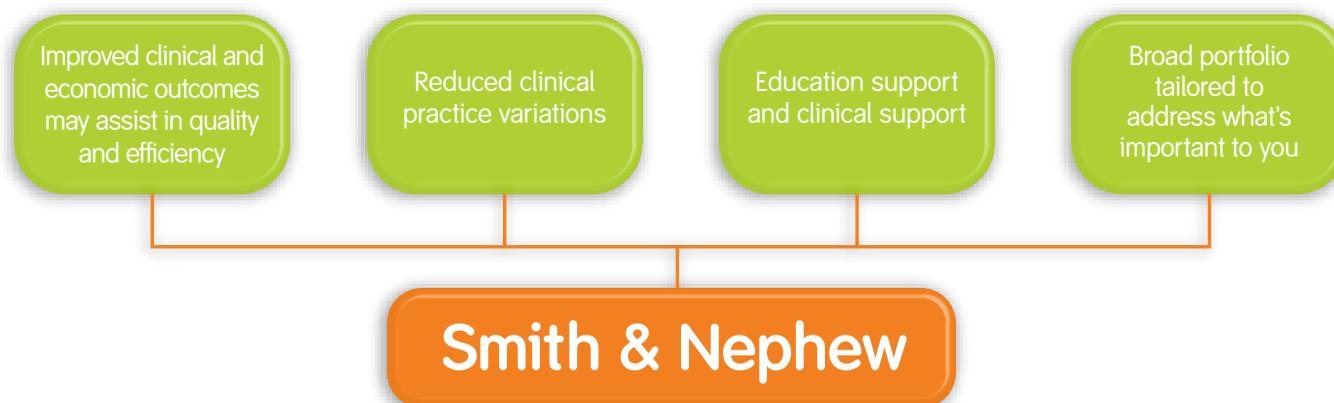
### The Triple Aim pursues three broad goals.

- Patient satisfaction: Improve the overall quality, by making health care more patient-centered, reliable, accessible, and safe.
- Improved outcomes: Improve the health of the US population by supporting proven interventions to address behavioral, social, and environmental determinants of health in addition to delivering higher-quality care.
- Reduced total cost of care: Reduce the cost of quality health care for individuals, families, employers, and government.



## Evidence based offerings in wound care

Through a full range of wound care products and integrated offerings, Smith & Nephew focuses on helping you reduce the human and economic burden of wounds.



## Advanced wound management solutions

Over the years, Smith & Nephew has shown a strong commitment to wound management through our product offerings. Our products cover a full range and prepare the wound bed for efficient healing.

- **Advanced biologics**  
Our line of biologics are designed to help patients with chronic wounds remove barriers and then progress towards healing.
- **Advanced dressings**  
Our line of advanced dressings are designed to fit the natural curves of the human body and seal the wound in order to provide protection and the right amount of moisture for progress towards healing.
- **Advanced devices**  
Our negative pressure wound therapy solutions present a new way of treating those patients who would benefit from this type of therapy.
- **Advanced education**  
In order to encourage proper and effective use of our products, we have launched key wound management initiatives. We've also published numerous editions of the *Guide to Wound Care*, and developed and maintain a separate education website called The Wound Institute.°

# Portfolio by design

## Debridement solutions



Collagenase SANTYL®  
Ointment (250 units/g)  
VERSAJET® II

## Skin integrity and pressure ulcer prevention\*



ALLEVYN® LIFE  
SECURA® | OPSITE®

## Infection management



ACTICOAT® Flex  
IODOSORB®/IDOFLEX®

## Extracellular matrix products



OASIS® Matrix Products

## (NPWT) Negative pressure wound therapy solutions



PICO® | RENASYS®

\*as part of a comprehensive pressure ulcer protocol

## The TIME Principle

# A trusted approach to successful wound bed preparation

## Evaluation and treatment

### The TIME Principle

The concept of wound bed preparation has gained international recognition as a framework that can provide a structured approach to wound management. By definition wound bed preparation is the management of a wound in order to accelerate endogenous healing or to facilitate the effectiveness of other therapeutic measures.<sup>6</sup>

To assist with implementing the concept of wound bed preparation, the TIME acronym was developed in 2002 by a group of wound care

experts, as a practical guide for use when managing patients with wounds.

The TIME table summarizes the four main components of wound bed preparation:

- Tissue management
- Control of infection and inflammation
- Moisture imbalance
- Advancement of the epithelial edge of the wound

The **TIME Principle** has continued to be a proven method and framework for healthcare providers to select their treatment goals and appropriate product selection.

## TIME principles of wound bed preparation

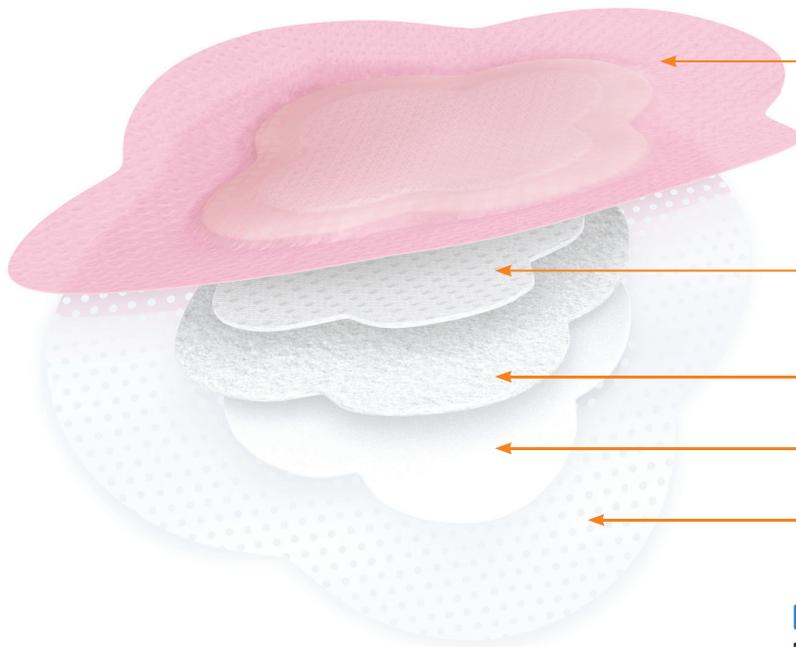
	<b>T</b> issue nonviable or deficient	<b>I</b> nfection or inflammation	<b>M</b> oisture imbalance	<b>E</b> dge of wound non-advancing or undermined
Wound factors	Defective matrix and cell debris	High bacterial counts or prolonged inflammation	Desiccation or excess fluid	Non-migrating keratinocytes Non-responsive wound cells
Clinical action	Debridement	Antimicrobials	Dressings Compression	Biological agents Adjunct therapies Debridement
Wound healing outcome	Restore wound base and ECM proteins	Low bacterial counts and controlled inflammation	Restore cell migration, maceration avoided	Stimulate keratinocyte migration

# ALLEVYN<sup>®</sup> LIFE: Prevention through redistribution

ALLEVYN LIFE Dressings are designed with innovative pressure-relieving technology: a simple and cost-effective solution to complement your pressure ulcer prevention program.

## Innovative pressure-relieving technology

ALLEVYN LIFE Dressings effectively redistribute pressure across the coverage area, helping to reduce friction and shearing at concentrated pressure points.<sup>7</sup>



### Multi-layered pressure distribution

The multi-layered design of ALLEVYN LIFE Dressings **redistributes pressure more evenly than traditional foam dressings** (*in vitro*).<sup>8</sup>

IV3000<sup>®</sup> Transparent Adhesive breathable film layer

Protective masking layer

Hyperabsorbant padding layer

Hydrocellular foam layer

Silicone adhesive layer

**100%**

of patients were free from pressure injury

**4 days**

average dressing wear time

**24**

bed med/surg/neuro ICU

**12.3**

average Braden score

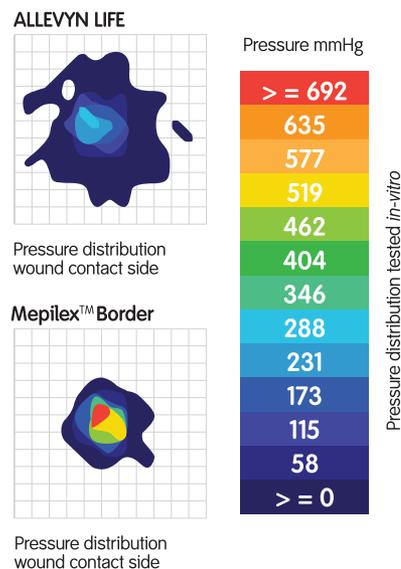
**22**

evaluations

<sup>8</sup>From a study of ALLEVYN LIFE for pressure ulcer prevention at a hospital in the Western US.

## Pressure distribution *in vitro* comparison study<sup>9</sup>

Pressure transferred through dressings when pressure was applied to the dressing surface using a probe. 1000mmHg was applied to both dressings.



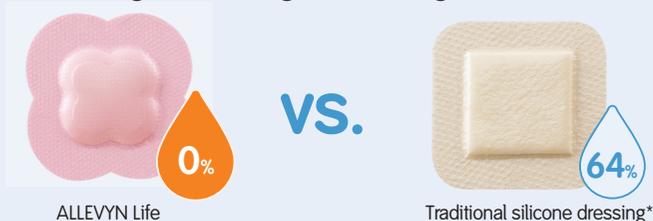
# ALLEVYN<sup>®</sup> LIFE: Protects the wound

## Exceptional absorption

### Excellent fluid management

- Minimizes leakage with high absorption and locking-in of fluid<sup>10,11</sup>
- Maintains a moist wound environment with minimal risk of skin damage<sup>12,13</sup>

### Percentage of dressings with leakage (*in vitro*)<sup>10</sup>



ALLEVYN Life

Traditional silicone dressing\*

## Exceptional discretion

### Masking layer minimizes visible strikethrough of exudate<sup>14</sup>

- Dressings feel clean and protective
- Wound looks well cared for, increasing nurse and patient satisfaction



No border coverage  
dressing can remain in  
place with strikethrough  
masked

50% border coverage  
consider changing dressing

75% border coverage  
change dressing

## Exceptional conformability

### Innovative shapes<sup>15,16</sup>

- Unique design contours closely to the human body
- Wide adhesive border fits securely, can be repositioned, and is gentle to fragile skin on removal<sup>12,13</sup>



## Longer wear times with repositioning adherence power

Sacrum: up to

**5 days**<sup>†</sup>

Other locations: up to

**7 days**<sup>†</sup>

Percentage of dressings that were detached after 3 days<sup>15\*</sup>

**19%**  
ALLEVYN Life

VS.

**33%**  
Traditional silicone  
dressing\*

**ALLEVYN LIFE**  
Dressings have  
a wide adhesive  
border that fits  
securely in a  
variety of areas

\*Tested on Mepilex<sup>™</sup> Border.

†Depending on the nature of the wound and exudate level, when used as indicated.

# SECURA Skin Care



**SECURA skin care** is a comprehensive skin care system proven to reduce the incidence of skin breakdown, suppress bacterial growth and maintain skin integrity. All products are chlorhexidine digluconate (CHG) compatible and have been pediatric safety tested.

## All SECURA Cleansers

- Provide no rinse, one-step cleansing for perineal, total body and hair
- Emulsify stool, blood and Zinc Oxide without causing friction
- Bactericidal against MRSA<sup>17</sup> and microorganisms associated with urinary tract infections (*in vitro*)<sup>18,19</sup>
- Aid in the removal of urine, stool, and other foreign material
- Clean, moisturize and condition skin



## All SECURA Moisturizers

- Provide soothing comfort to cracked and pruritic skin on heels, elbows, hands and other vulnerable areas
- Easy-to-use and quick-acting
- Non-irritating, non-sensitizing and non-toxic



## All SECURA Barriers

- Protect and prevent skin incontinence associated dermatitis, seals out wetness and reduces exposure to stool, urine and bodily fluids
- Reduce the risk of skin breakdown
- Can be easily removed with SECURA Cleansers



## All SECURA Antifungals

- Treat superficial fungal conditions including jock itch (*tinea cruris*), ringworm (*tinea corporis*), athlete's foot (*tinea pedis*) and yeast (*Candida albicans*)
- Relieve itching, burning, scaling, cracking, redness and discomfort associated with these conditions
- Contains 2% Miconazole Nitrate



# NO-STING SKIN-PREP



**NO-STING SKIN-PREP** is a versatile, alcohol-free, liquid film forming skin protectant which can be used on intact or damaged skin to help prevent:

- Moisture associated dermatitis from wound exudate or ostomy effluent
- Incontinence associated dermatitis
- Skin damage associated with caustic drainage from tracheostomy tubes, nutrition feeding tubes, (g- tubes, j-tube)

Friction in high risk areas:

- Bony prominences
- Between skin folds
- Under oxygen masks, cannula and tubing

Adhesive trauma:

- At central or peripheral infusion sites
- From ET tubes
- From condom catheters
- From Negative Pressure Wound Therapy
- Around surgical incisions

Other uses for NO-STING SKIN-PREP:

- Protect periwound skin
- Protect skin from tape stripping
- Extend dressing wear time
- Assist with adherence of transparent films and adhesive dressings
- Prepare periwound skin for Negative Pressure Wound Therapy

Chlorhexidine digluconate (CHG) compatible and pediatric safety tested.



**NO-STING SKIN-PREP** minimizes stinging and is:

- Sterile and fast-drying
- Transparent for visual skin inspection
- CHG compatible, pediatric tested and hypoallergenic
- Conformable to awkward areas like elbows and heels
- Waterproof and breathable
- Lasts up to 96 hours
- Removable with UNISOLVE® or REMOVE® adhesive remover



# ACTICOAT<sup>◇</sup> Dressings

ACTICOAT Silver-Coated Antimicrobial Barrier Dressings may help you take control of the risk of surgical site, soft tissue and chronic wound infections.

## Unique Nanocrystalline structure technology

ACTICOAT Dressing's unique Nanocrystalline structure quickly delivers an **effective concentration** of silver and is **bactericidal** against most clinically relevant bacteria.

## Effective pathogen coverage helps mitigate the risk of infection

ACTICOAT Dressings are the only silver bactericidal barrier dressing proven effective against over **200 strains** of **MRSA, VRE, CRE and fungi** (*in vitro*)<sup>20-29</sup>



ACTICOAT delivers an effective concentration of silver to help reduce the risk of a surgical site, soft tissue or chronic wound infection.

### Reduced wound complications and treatment costs<sup>30</sup>

● A study in lower leg revascularization surgery demonstrated a 64% reduction in post-operative wound complications following a change in protocol from a conventional gauze-based dressing to ACTICOAT ( $p=0.016$ )<sup>n=248</sup>

Percentage of closed wounds at 8 weeks

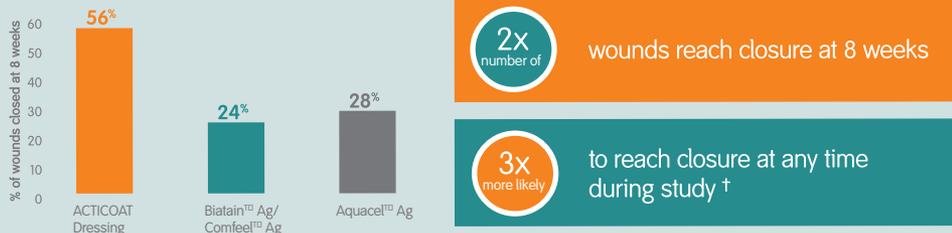


\*Based on 9% fewer infections found in this study. In an economic costs study including 11 vascular surgery patients with SSIs, the median direct-cost differential between these patients and uninfected patients was \$5,595, plus 16 additional days in hospital. Per 11 patients treated.

### Resolving infection may assist in wound closure

● Study objective: comparison of three silver-containing dressings with the focus on time to resolution of the clinical signs of local infection and closure<sup>31</sup>

% of wounds closed at 8 weeks\*



\*Silver dressing use discontinued after the clinical signs of local infection where resolved; secondary dressings without silver were used until wound closure.

† Comparative cohort study (n= 75, 25 per treatment arm) in mixed chronic wounds

# IODOSORB<sup>◊</sup> and IODOFLEX<sup>◊</sup> Cadexomer Iodine Dressings help overcome the key barriers to healing

Shown to reduce bioburden<sup>32-35</sup>

- Deliver non-cytotoxic, safe, and controlled release of Cadexomer Iodine 0.9% concentration
- Bactericidal against 103 isolates of MRSA and 101 strains of *P. aeruginosa* (*in vitro*)
- Provide broad-spectrum antimicrobial activity for up to 72 hours (*in vitro*)

Absorb exudate<sup>32,39-43</sup>

- High absorption capacity helps establish moisture balance
- Can absorb up to 6x their own weight in wound exudate

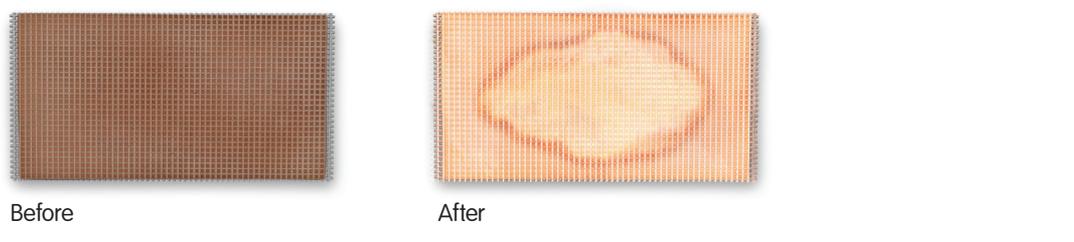
Remove slough and soft necrotic tissue<sup>32,39-41</sup>

- Provide rapid and effective desloughing
- Cleanse wound bed via absorption of excess slough and debris to prepare for effective healing

May help reduce inflammation<sup>32,44</sup>

- Remove inflammatory substances from wound surface
- Reduce surrounding erythema

The unique color-changing property signals when it is time to change the wound dressing<sup>44</sup>



IODOSORB and IODOFLEX help patients cope with and manage their wounds<sup>32,39,40,44-48</sup>

- Reduce pain
- Help to eliminate odor
- Easy to apply and remove
- Change color to indicate need for dressing change

## Ordering codes for IODOSORB and IODOFLEX

	Size	Product number	Pcs/Pkg	Pkgs/Unit
 IODOSORB Gel 0.9% Cadexomer Iodine	40g	6602125040	1	12
	10g	6602124014	4	12
 IODOFLEX Pads 0.9% Cadexomer Iodine	5g (1½" x 2¾")	6602133005	5	12
	10g (2¾" x 3")	66021234010	3	12

### IODOSORB and IODOFLEX absorb exudate

Possess high absorption capacity to help establish moisture balance<sup>32, 39-43</sup>

Absorb up to

**6x**

their own weight in wound exudate\*

\*Each gram of IODOSORB can absorb up to approximately 6mL of fluid. Each gram of IODOFLEX can absorb up to 3mL of fluid.<sup>32,39,41</sup>

### IODOSORB and IODOFLEX remove slough and necrotic tissue<sup>32,39-43</sup>

Provide rapid and effective desloughing

Cleanse wound bed via absorption of excess slough and debris to prepare for effective healing



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