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Marketing – Retractable Syringe Product Evaluation USA

Medigard is pleased to announce the successful product market evaluation of the company's 3mL safety retractable syringe. Product evaluations were carried out at five hospital centres on the east coast of America.

Obama's Healthcare Bill and the Effect on Medigard

Obama's Healthcare Bill will provide health insurance to an additional 32 million Americans, will result in greater demand for prescription drug purchases and medical care at doctors' offices from a new customer base with the ability to pay for their care. Medical device makers, which include Medigard, would benefit from the increase in demand for medical services. However, there will be an exercise tax of 2.3% introduced on medical devices from January 1, 2013. Nevertheless, this should have no impact upon the demand for Medigard's products, as all medical device companies will face the same new tax from that date.

Details of Marketing – Retractable Syringe Product Evaluation USA

Evaluations were carried out at a spectrum of institutions that included the very large institutions, a community hospital with the largest ER in the state of Maryland and two very busy Urgent Care (Walk-in) facilities. The Safety Syringe was presented to about 70 registered nurses in a range of departments. In total, these healthcare workers used over 1000 of our syringes with no failures.

Importantly, the healthcare workers found:

1. Medigard syringe allows end user to use a blunt for med draws. The competitor products do not.

2. Once the Medigard syringe needle has been retracted the needle cannot become exposed. This is not the case with the main competitor's product.
3. Medigard syringe allows the end user to interchange different gauge needles. Competitive products do not have this capability, i.e. they use a fixed needle. Most other retractable syringes come pre filled with medications and fixed needles size.
4. Medigard syringe allows clinician to retract needle from the site. In competitive products, the clinicians either choose to remove the needle from the arm, or need to before making the needle safe.
5. Medigard's vacuum mechanism makes it easy to retract.
6. One handed technique can be used on Medigard's syringe, which is different to some competitive products..
7. Importantly, Medigard's syringe is not spring loaded technology. And therefore, there is no swirling which can cause pain to the patient

The clinicians suggested that Medigard produce a ½ and 1mL syringe to compliment its range. Medigard is pleased to report that it has already produced working prototypes for the 1mL syringe

Statisically, between 90-100% of all respondents agree or strongly agreed that:

- The safety feature can be activated using a one-handed technique.
- The safety feature did not interfere with normal use of this product.
- The safety feature did not obstruct vision of the tip of the sharp.
- There was a clear and unmistakable change (tactile, and/or audible and/or visible) that occurs when the safety feature is activated.
- The safety feature operated reliably.
- The exposed sharp was permanently covered after use and prior to disposal.
- The user was able to competently use the device after minimal training.
- In their opinion, the retraction feature was easy to activate.
- This product did not require more time to use than a non-safety device.
- This device offered a good view of any aspirated fluid.

Peter Emery
Chief Executive Officer

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