

Department Manager  
«DEPARTMENT»  
«COMPANY»  
«ADDRESS1»  
«ADDRESS2»  
«ADDRESS3»  
«CITY» «STATE»  
«ZIP»

Ref: 20190813/537P  
August 2019

Dear Sir or Madam,

**Notice of Product Discontinuation – LIMITED STOCK AVAILABLE**

**Viamed Apgar Timer**

It is with regret that as of the 20<sup>th</sup> September 2019, we are unable to accept any further purchase orders for the above product, which we have been manufacturing since 2005.

This product is being discontinued as it is no longer feasible to produce them, the two main factors are as follows:

**1. Zero inflation policy adopted across the NHS by NHS Providers, for combating inflationary pressures.**

As an SME that supplies predominantly to the NHS, Viamed is aware of the enormous financial pressures that many NHS Trusts are under and has been keen to support the NHS by offering the best possible value. To achieve this, Viamed has previously instigated reviews of its pricing policy to determine where greater value could be offered to its NHS customers, and a number of proactive steps were taken. However, associated manufacturing costs have continued to increase and we have reached the stage where commercially, we are unable to commit to unconditionally holding prices.

**2. Requirements and associated costs of standards and certifications.**

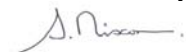
As an organization we have always embraced implement of standards. Viamed initially employed British Standards BS5750, then in 1994 adopted ISO 9000, which covers quality management and quality assurance. Latterly we also implemented ISO 13485, the standard for medical devices quality management. In parallel there are also the standards associated with CE certification. All of the above fall under the scope of the European Medical Device Directive.

The rigour of standards has increased significantly and the costs of applying these to legacy products is not feasible due to increased costs, as well as restricted access to services, such as clinical trials and reviews.

On behalf of Viamed I would like to thank our customers for their valued custom over the years. Should you wish to purchase before the deadline is imposed upon us, please find product information at **[www.viamed.co.uk/apgartimer](http://www.viamed.co.uk/apgartimer)**. Please be aware there is limited stock available, so please act quickly should you wish to order.

Should you have any queries or require further information, please do not hesitate to contact me.

Yours sincerely



Steve Nixon  
Director