

28/05/2014

Mediq

Meeting with:

- Petteri Joenpolvi - Medical Equipment Sales Manager
- Hannu Vuorisaaari - Medical Equipment Product Manager

- Finland is still suffering with the economic downturn and although they believe it has bottomed out, it has not made any upturn as yet.

- Mediq has recently been taken off the stock market and purchased by an American Investment Company.

- Lost Philips Imaging within the last few months, as they are setting up their own sales office, with some of the staff from Mediq.

- They have undergone a large restructure, so that the individual sales rep covers more areas within a smaller number of hospitals, to avoid 5 visits from Mediq to the same hospital in the same day.

- They have dropped many suppliers, including ventilator companies, which may explain the drop in O2 sensor sales.

Q. The restructuring of the company explains the drop in business, but do they wish to continue with Viamed and if so, with which products?

- They are keen to continue with Viamed and as a company are keen to develop their patient monitoring area.

- They like the VM-2103 and are very interested in introducing it with a promotion.

- They have entered some tenders with the VM-2101.

- They like the VM-2105, but it is high priced and not as easy to clean.

- Keen to continue with the VM-2500. They have lost their way with this product, but they now see a lot of potential. They have had some enquiries for home care, 1. Home ventilated patients, 2. Studies (with data logging).

- Going to continue with the Microstim.

- Interested in the O2 sensors market and as some of their sales people are already visiting the bio-med departments, they are going to try and find out which vents and incubators are being used, so we can put an offer forward.

Action to be taken:

- Send leaflets, prices, images and a link to high res leaflets for the VM-2103. Do we have a Finnish user manual?
- All latest info for VM-2500 and test for translation.
- Can Finnish be added to the VM-2500 firmware on the same unit as Swedish, as they are both national languages?
- Send leaflet and prices for O2 sensors, maybe worth sending template for collecting data.