

15/01/15

Lameris

1st meeting with:

Patrick Celis - Owner

Patrick explained the office move was due to renewal issues on the rent, he decided to invest in the purchase a building for the future, as both his sons are now involved in the business. The new building has brought the team together and give them more focus and this appeared apparent to me.

2nd meeting with:

Inge Deroy - Sales Manager

Inge explained that their focus for the last 18 months has been on the pain management pumps, as they had a limited window of opportunity due to the whole of Belgium replacing the existing pumps. Now that the pump business has been taken care of and they are coming to an end within the next couple of months, they would like to take a focused approach towards marketing some of the Viamed product.

Decided to focus for the next 12 months on:

- O2 Sensors
- Flow Sensors
- Capnograph

Agreed that the sales reps are to obtain information from the hospitals regarding the machines that they have requiring O2 sensors and to send me the information, so that we can advise which items will be suitable.

The sales reps are to make a proactive effort to visit the anaesthetists with the Capnograph monitors, as they are the people that appreciate the device capabilities and they are active in OR, Recovery, ICU and ER.

Also:

- VM-2160 will be offered during some of the VM-2500 demonstrations
- MD300-D for tender business only or to help to sell from.

Other product lines discussed:

- Vet monitors: Although they have some lines that fit in the vet market, they do not currently have the resources to be pro-active. Happy for us to seek an alternative route.
- Versastream - They do not currently have the resources to be proactive with this product line, I am to keep them up to date, but may need to find an alternative route, such as Med Ess.

- Oxygen Hoods – I explained that Medical Essentials are already active with this product line.

3rd meeting with:

Inge
Catrin
Theo

Gave presentation on Capnography and sales training on O2 sensors, flow sensors, capnograph, 2160 and MD-300-D.

To do:

- Provide Inge with the hospital equipment questionnaire for O2 sensor business
- Provide an example of the sensor return form and package label.
- Provide the O2 Sensors, Flow Sensors & Capnograph leaflets in the raw format so they can use it to produce their own leaflets.