

# **Hellmut Habel**

17<sup>th</sup> March 2015

Meeting with: Frank Szabo - Sales Manager for Consumable Items

The main business appears to be CPAP, they rent them out to the health authorities, but they take care of the patient for supply, fitting and training. They have offices spread over Austria for this purpose. The foyer of the HQ was very busy with patients and family coming for training and orientation on the CPAP masks and devices. They have two divisions; One that deals with devices, such as Philips monitors and the second that deals with consumables.

They are a very service orientated business and this has allowed them to compete in a market that is usually dominated by the larger companies, such as Covidien and BCI.

Items discussed:

## **O2 Sensors and Monitors**

- Not much potential, as 90% of the sensors are provided via service contracts with either the OEM or their distribution partners.

## **Viamed Finger Oximeters**

- They are currently paying \$20 for the MD300-D
- Still promoting the viamed range, but they can not compete in homecare, as the decisions are made purely on price.
- The VM-2105 and VM-2103 are too expensive for them.

## **Apgar Timer**

- They had a one-off sale, but this is outside of their normal scope.

## **VM-2160**

- They are still promoting this product.
- I had some concerns that they have replaced our product with the Goldway monitor, but Frank assures me that they do not supply the Goldway monitor, but it is listed on their website to appease Philips.

## **VM-2500**

- They are interested in the VM-2500-MG to go with the Anaconda units that they supply.
- I explained the difference between the Philips VM1 Capnograph and how the VM-2500-S or VM-2500-M would not necessarily clash, as the VM-2500 series are more portable and more suited to transport. Frank will bring this to the attention of Mr. Schimel (General Manager).

## **Versastream**

- They are currently supplying lines from intersurgical, luer to luer without filter, 2 and 3m versions.
- Frank appreciates the market potential for this product line, although the big hospital groups usually purchase through tender and the price orientated, we may have a chance if Frank can convince them that the filter will save on the cost of the water traps.

## **Main competitors:**

- Smiths
- Covidian
- Sanitos (GE distributor)

## **Action to be taken:**

- Send Euro pricing, as they are struggling with GBP and USD at the moment.
- Can we offer the MD300-D for <\$20?
- VM-2500-MG information and pricing.
- VM-2500-S / VM-2500-M Information and pricing to pass on to Mr. Schimel.
- Does the Versastream range have PVC?
- If the Versastream has no PVC, send some samples of the Luer to Luer with filter and without filter.
- Send info and pricing for the Versastream range.