

## SWOT Analysis on Sidestream Capnograph

<b>Product = VM-2500      Released 2010</b>	
<p><b><u>Strengths</u></b></p> <p><b>User feedeback</b> ; Good: excellent ; Very easy to use; Can leave without worrying about weight on tracheostomy ; Easy to have on the bed; Easy to place-use well away from secretions ; Very useful to have by anaesthetist as intubating Anaesthetist liked it: had all obs needed and audible desaturation alert</p> <p><b>In CT waveform visible behind the glass</b></p> <p>In ICU able to transfer to bed off big monitor and still have CO2 RR and sats</p> <p>Immediate reading</p> <p>Transferred with patient on IABP: only monitoring equipment needed</p> <p>Good as CPR feedback device; Lithium battery worked</p> <p>Size of machine great at head of bed</p> <p><b>Battery</b> The shelf life of the Li-Poly battery: 3 months at -20 to 45°C; 1 year at -20 to 25°C; The unit can be left on continuous charge with the Li-Poly battery installed.</p>	<p><b><u>Weaknesses</u></b></p> <p>Batteries low when turned on, lasted approx. 1 hour after being changed</p> <p>Alarm not picked up on so device cut out ( I believe technically answered)</p> <p>Radiographer commented on the lack of slack for CT scan (there was enough)</p> <p><b>Unable to see through glass in CT</b></p> <p>Tried to use on NIPPV, inaccurate readings ( common to all similar devices?)</p> <p>ICU Reg would like a finapres for BP ???????</p> <p>Batteries running out when only recently charged: difficult to see as battery sign small. (Incorrect batteries?)</p> <p>It appears the originals circa 2010 were unreliable (since fixed?).</p> <p>The <b>multi-gas</b> is not suitable for non-intubated patients, only intubated.</p> <p>Wansbeck and North Tyneside - Rejected the monitor as they say that the SpO2 probe failed during the trial, Unreliable</p>
<p><b><u>Threats</u></b></p> <p><b>Proact</b> - Distributing the Medair (Nonin) Capnographs:</p> <p>LifeSense (ETCO2 &amp; SpO2) - £1,595.00 + VAT</p> <p>RespSence - (ETCO2) - £1,295.00 + VAT</p> <p><b>SP Services</b> - Distributing Smiths Medical (BCI)</p> <p>8400B (ETCO2 &amp; SpO2) - Battery Version - £1,350.00 + VAT</p> <p>8400 (ETCO2 &amp; SpO2) - Mains Version - £1,090.00 + VAT</p> <p>Also distributing Smiths Medical</p> <p>8400B - £1,820.00 + VAT: 8400 - £1,660.00 + VAT</p> <p>8400 (Battery &amp; Mains combined) - £1,935.00</p> <p>Also distributing Medair Capnographs - no pricing info available</p> <p>We are now also up against the Masimo (PhaseIn) EMMA capnograph, which is an upgraded version of the original EMMA that now has a waveform capnogram. I am struggling to find an exact price but have been advised that it is around have the price of our VM-2500 and, whilst it does not have the same overall functionality, it meets the basic requirements for the latest resuscitation guidelines, which is to have</p>	<p><b><u>Opportunities</u></b></p> <p>The Zoll R Series defibs can be supplied with a mainstream EtCO2 option. They are using Respiration CAPNOSTAT mainstream CO2. VM-2500-M</p> <p>Veterinary capnograph (mainstream)</p> <p>Viamed part number 441053</p> <p><u>Capnograph with Multigas</u></p> <p>Actively promoting them: A number of adverts in journals but we have only done direct mailings twice in 4 years.</p> <p>I believe we really need to be doing mailshots at least every 6 months or so on this product, however, as we have traditionally done mailings internally, we are limited on how many we can do and how often.</p> <p>We are currently doing an outsourced mailing (for infant resus) so that we can gauge the response against the cost and if it works out well, we can implement this in future to increase our direct mailing output. Catrin can advise you more on this.</p>

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waveform capnography present during resuscitation and intubation procedures. Large tender for West Midlands Ambulance for 450 capnographs lost to the EMMA; we went in with extremely low pricing on the VM-2500 and this was considered too high. The EMMA also met their technical requirements and I was advised during a debrief that our VM-2500 was way over-specified for their needs. <b>Agreement for all NHS Ambulance Trusts to purchase from, active for a period of 36 months with the option to extend the contract for a further 24 months and two 12 monthly increments, making it extremely difficult to supply the VM-2500 to Ambulance Trusts for at the very least 3 years.</b>	We have had some leads from private ambulance companies, which I am pursuing. I have also discussed with Catrin that we specifically target these and are working to build a mailing group to tap into this market..  New Capnograph to be released in a few months?	

Will the new Capnograph still be over specified and over priced?

### Conclusions

IN 2010 export sales to the EU were 57 by 2011 it was 22. As EU distributors are in general very like ourselves I assume they found out it was a good unit but unreliable and expensive. The latest growth in sales has been the Middle East followed by the rest of the world. Improvement in reliability and a less stringent view of cost could quite easily account for this. The Middle East in particular has had a lot of in depth personal attention. As European budgets are worse than the UK I would suggest they are simply part of the pattern we see developing in the UK. If the new Capnograph is still over specified and over priced I see no early improvement on our figures. Looking at the sales figures I would be tempted to place more emphasis on The Middle East and the rest of the world. The bright light here is veterinary where growth appears fairly consistent. This may require more hands on assistance and input support from us to keep the distributor concentrating on our products.

John S. Lamb.  
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