

Medical Oxygen Sensor Sales – Belgium

Our current partners in Belgium for Medical O2 Sensors are Lameris, they have represented these products for many years.

As the figures will suggest, our sales of medical O2 sensors in Belgium has dwindled over the years, regardless of the numerous efforts on our part to revive it:

Year	Total Medical Sensors Purchased
2001	174
2002	237
2003	186
2004	189
2005	161
2006	212
2007	136
2008	171
2009	310
2010	171
2011	165
2012	30
2013	70
2014	39
2015	8

On the 15th January 2015, I visited Lameris in order to re-evaluate our business together and to try and again revive the O2 sensor sales, please find my notes below:

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 products.

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.

After my meeting with Inge, I gave training to the sales reps and provided Inge with an O2 sensor Questionnaire. Inge agreed that she and the sales team would use the questionnaire in each of the Biomedical Engineering Departments and obtain the equipment information. The completed forms would be sent to me and then we would provide them with the sensor types so that they could make their customers an offer.

This was followed up in February, June, July & October.

In July, Inge apologised, but promised that I would have 25 forms (25 hospitals) returned by the end of September.

On the 6th October, I was informed that they do not have all the information yet and Inge would chase this up on Monday 12th October.

Unfortunately, we have still not received any of this information, the sales have dropped to almost nothing and we have received no orders for flow sensors.

Action to be taken:

Unfortunately, I believe that Lameris have other priorities that are not allowing them to make the required efforts in order to regain the O2 sensor business and in light of this, I will give Lameris 30 days notice and move our representation for Medical Oxygen Sensors and Flow Sensors to Medical Essentials.

We already have established business in Belgium with Medical Essentials and this company is very hungry for new products, as they recently lost a large agency. They have already broken in to the market with our Automotive sensors and our Oxygen monitors.

I have spoken with Ron @ Medical Essentials, although I have not made any promises, he is very keen to take on our Medical Oxygen Sensors, if given the opportunity.