

Flocap

FLOcap Mailing Reports #42

Attached to Marketing Material IDs

427 Maxtec FloCap

Global Mailings

Feb2016 427 Sent to ICU departments via Post

Mar2016 427 Export - Medical Distributors

427 Sent to Theatres via Post

Sep2016 427 Sent by email to Theatres and ICU

Oct2016 427 Sent by post to ICU

Included with Orders Mailings

No orders have included mailings

Stock References Linked to Marketing Material

4410100 FLOCAP pack of 24

Price Enquiries

*NOTE from 10/11/2015 to 20/9/2016 Dates were logging incorrectly, however the total number Click is correct between these times

Date Key	Quantity Ticks
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Sep2016	1
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Call log Marketing Ticklist

No Ticks in Call Log

Sales

UK – No sales

Feedback from the UK is that because of the change in guidelines (October 2015) it would not be something they now would use once they have to use of a waveform Capnograph.

When Steve Hardaker visited James Paget Hospital for a capnograph demo, he discussed the Flocap with ITU and was shown the pricing they pay for Nellcor Easy Cap II, which was £138.00/box of 24 (£5.57 each). By comparison, we price Flocap at £192.00/box of 24 (£8.00 each). A big advantage to ours is the shelf life of 3 years, versus 6 months for Easycap, although they did advise that these were only kept as an absolute last resort as going forwards as they will always now be using waveform capnography.

Export

There are two export customers who have been purchasing the Flocap; Farmedicons General Services (3 boxes) and Luan Vision (18 boxes). Jamjoom have just placed an order for 84 boxes which we have received a reduced buying price from Maxtec for purchasing 100 boxes.

Steve Nixon voiced his concerned regarding it being a viable export product due to the high selling cost.

Future Marketing/Opportunities

The Flocap will be exhibited at the Medica show in November. It may be worthwhile including the Flocap leaflet in with export orders to see if we can highlight the products to other distributors. This needs to be discussed with Ryan for approval.

Within the UK there are wholesalers such as Medtree and SP Services who are selling the Nellcor EasyCap cheaper than we are currently selling the Flocap. Although our product does have the added advantage of a longer shelf life and the flow indicator I believe that if we reduced the cost to be more reasonable against the competitor that we could pick up some sales.

Through discussions with Steve Hardaker and because of the change in legislation I believe that this product may be on its way out for the UK but we may be able to pick up some sales before they fully move over to waveform capnography.

Due to the more relaxed legislation outside of Europe we should still have a market to be able to export Worldwide away from the EU Resuscitation Guidelines.