

PRESS RELEASE

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BSN medical to host panel discussions on Chronic Venous Disease and Wound Infection Management at EWMA 2017

- Discussions will explore how medical practitioners can react to changing demands in wound prevention, management and treatment.
- Participants include many different clinicians who are involved in wound care and associated therapies from across Europe and the USA.
- On stand demonstrations will outline the comprehensive BSN medical range of Cutimed® and JOBST® products.

BSN medical, the global integrated medical therapy provider, will display and discuss its Advanced Wound Care ranges and supporting Compression Therapy, including bandages and hosiery portfolios, at the renowned EWMA 2017 Conference, in Amsterdam, The Netherlands, between May 3 and May 5, 2017.

BSN is a global full-service provider in Wound Care, dedicated to preventing and combating wound issues across the continuum of care. It offers a full range of products in the fields of Acute Wound Care, Advanced Wound Care, Lymphoedema and Vascular, through its Cutimed® and JOBST® brands.

BSN will be hosting a number of events and demonstrations at booth 3B02. There, delegates at the conference will learn more about BSN medical's range of treatment options and its complete selection of effective, patient- and user-friendly products.

BSN MEDICAL SYMPOSIA AT EWMA 2017 – AN OVERVIEW

This year's theme for EWMA 2017 is "Change, Opportunities and Challenges – Wound Management in Changing Healthcare Systems". BSN medical is hosting two symposia to discuss how medical practitioners can adapt to the changing healthcare environment, and ensure that the demands of patients are met along the continuum of care.

- **Panel Discussion: Chronic Venous Disease – Approaches for Effective Oedema and Wound Management**
 - **Wednesday May 3, 2017; 12:30 – 13:30, ROOM Elicium 2**
 - Chronic Venous Disease (CVD) is a progressive condition that is estimated to affect approximately 6% of people in the western world¹

- This symposium will explore key matters on the prevention and treatment of CVD, and the factors affecting this condition. Key speakers will include:
 - Professor Matthias Augustin, Director at the Institute for Health Services Research in Dermatology and Nursing in Hamburg (GER)
 - Robert Damstra, Dermatologist at Smellinghe Hospital in Drachten (NED)
 - Maud Heinen, Senior Researcher at the Scientific Institute for Quality of Healthcare, Radboud University Medical Centre (NED)
- **Panel Discussion: Overcoming Obstacles in Wound Infection Management and Prevention**
 - **Friday May 5, 2017; 12:45 – 13:45, ROOM G106-107**
 - This symposium will discuss how the persistent challenge of wound infection can be managed by both clinicians and patients. The panelists will consider how to take a fresh perspective on overcoming wound infection, and how developing resistance can be counteracted. Key speakers will include:
 - Jeffrey Lehrman, Podiatry Specialist in Springfield, Pennsylvania (USA)
 - George Smith, General and Vascular Surgeon at Hull York Medical School (UK)
 - Sharon Hunt, Lead Advanced Nurse Practitioner at Wellway Medical Group (UK)

DEMONSTRATIONS AT THE BSN MEDICAL STAND

All speakers from the BSN medical symposia will be present on the stand following the sessions, allowing delegates to further discuss questions raised during the session.

BSN medical will also demonstrate its capabilities in providing solutions for the management of Chronic Venous Diseases, encompassing Wound Care for all stages of wound healing under the Cutimed® Advanced Wound Care and JOBST® Compression Therapy ranges. On-stand demonstrations focusing on Venous Leg Ulcer Management by using products out of Cutimed® and JOBST® product range in English and Dutch will take place throughout the conference.

Prof. Dr. Karsten Hemmrich, Vice President Global Marketing and Innovation, said: "BSN medical is a true driver of innovation. And at the heart of all of this comes our patients. We want to provide therapy solutions that help our patients along the continuum of care. Take Chronic Venous Disease, for example. The challenge is not just about treatment. It is about finding out how we can reduce the risk of CVD in vulnerable patient groups and adjust our prevention efforts accordingly. We are looking forward to discussing these topics and displaying our products at EWMA 2017".

THERAPIES. HAND IN HAND.



About BSN medical

BSN medical is a global leader in wound care & related vascular diseases, lymphology and non-invasive orthopaedic products. Founded in 2001, the company currently employs a total of approximately 6,000 people and generated revenues at actual rates of €850 m in 2016.

The company aims to provide an integrated therapy-driven approach – grounded in a broad portfolio of products, enhanced by insights into current therapeutic areas and complemented by a progressive approach to partnerships.

Its well-known brands such as Leukoplast[®], Cutimed[®], JOBST[®], Delta Cast[®], Delta Lite[®] and Actimove[®] are among the most trusted in healthcare. With its comprehensive product portfolio, BSN medical addresses patients' needs in the most prevalent conditions in wound care and vascular diseases and orthopaedic treatments.

More information: www.bsnmedical.com

Reference:

1 Glociczki, P., Comerota, A.J., Dalsing, M.C. et al. The care of patients with varicose veins and associated chronic venous diseases: clinical practice guidelines of the Society for Vascular Surgery and the American Venous Forum. J Vasc Surg 2011; 53: (5 Suppl), 2S–48S.

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