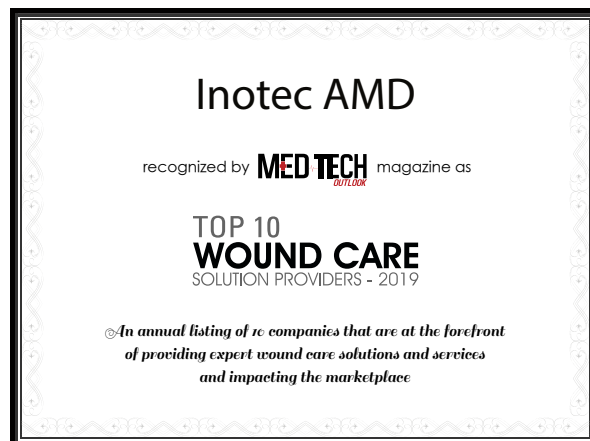


WOUND CARE EDITION  
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**OUTLOOK**



**TOP 10 WOUND CARE  
 SOLUTION PROVIDERS - 2019**

**T**he human body is highly adaptable and has a remarkable capability to heal itself. However, more often than not, wound healing can halt and may create chronic non-healing wounds owing to an array of reasons such as bacterial contamination, ischemia, and chronic inflammation. On top of it, diabetes, patient's age, and obesity add to the risk factor of developing common non-healing wounds such as venous leg ulcers (VLU), pressure ulcers (PU), and diabetic foot ulcers (DFU). Various innovations are happening across a broad spectrum of wound care technologies such as debridement, pressure management, extracellular matrix, therapeutic devices, and more to cure such wounds.

According to GlobeNewswire report, the advanced wound care market is forecasted to grow from \$10.34 Bn in 2018 to \$14.89 Bn by 2026. In the coming years, the market will see a rise in kits and devices to streamline and lower the difficulty of wound care, better diagnosis for early detection of pathological bacterial infection, as well as, better-connected devices to improve the overall patient monitoring and care effectiveness. With the growing market, many solution providers are coming up with their innovative solutions for the treatment of chronic wounds. On the other hand, with a myriad of solutions available in the market, it is difficult for healthcare organizations to select the right solution.

Hence, to assist them in choosing the right solution, the editorial board at MedTech Outlook has selected a handful of most promising wound care solutions providers after evaluating their technical prowess. We have considered the vendor's ability in delivering solutions, keeping in mind the factors like the expertise in the domain, skills, and competencies. This edition sheds light on the most promising solution providers that are accelerating at a fast pace with their solutions in the wound care industry.

We present to you MedTech Outlook's "Top 10 Wound Care Solution Providers - 2019."

**Inotec AMD**  
 Oxygen Wound Therapy Made Easy

**T**he successful journey of Inotec AMD, a promising wound care specialist, traces back to the year 2003 when not many innovative technologies were available in the wound care market. Surpassing the conventional hyperbaric oxygen and other therapies, Inotec AMD paved their own path through an innovative topical oxygen wound care system—NATROX® that generates 98 percent pure humidified oxygen through electrolysis to accelerate the wound healing process. "Our ultimate mission is to improve the quality of life for patients with chronic wounds by providing NATROX®," begins Craig Kennedy, CEO of Inotec AMD

What makes NATROX® unique in the wound care space is its composition and ease-of-use. The product has two main components—oxygen generator and oxygen delivery system—that work in unison to deliver oxygen directly to the patients' wounds, thereby enhancing the natural wound healing process that human body uses. The product is similar to the size of a smartphone, which is designed primarily to cater to patients and clinicians. It works as a universal wound care solution and can be easily integrated into different care settings.

**“**Our ultimate mission is to improve the quality of life for patients with chronic wounds by providing NATROX®**”**

When it comes to patients, the portable device is used to produce concentrated oxygen from the surrounding air, and pass it down a thin, flexible tube directly to a wound that is failing to progress. It is easy for patients' to operate and apply NATROX® without a doctor's assistance. On the clinicians' side, NATROX® could be used along with other medical equipment across different care setting. It allows clinicians to prescribe topical oxygen in a straightforward, safe, and extremely convenient way directly to the wound bed. Inotec AMD houses highly talented and seasoned experts in wound care who are deployed on-site to support the application of the product and get patients and clinicians familiar with the product's functions.

Unlike most oxygen therapies that require patients to visit hospitals, depend on doctors to receive the treatment, and stay still till the treatment is over, NATROX® is a silent and



active therapy that can be undertaken anywhere, anytime. NATROX® differs from other oxygen therapies as most are only intermittent or require the device to be attached to a power supply. However, the use of NATROX® eliminates such restrictions laid on patients. "Our user-friendly product is lightweight, portable, and delivers oxygen to the wounded area around the clock, seven days a week, patients only need to change/charge the battery every 24 hours," mentions Kennedy. "What's more, NATROX® does not limit people from performing their usual daily activities while receiving the treatment."

While Inotec AMD has transformed the lives of many patients, one particular use case outshines among them. When a lady in her mid-50s went into surgery to remove a cancerous lump on her ankle, she began experiencing significant complications as a reaction of the surgery. Her wound was not healing, her ankle began to swell mainly due to inflammation which prevented her from walking. Initially, a number of advanced therapies and tried, but none catered to her wound and condition. Eventually, a plastic surgeon prescribed NATROX®, which began working wonders on the lady's injury in just two weeks. "Our solution positively turned around the life of this patient and helped her get back her old routine," states Kennedy. "We not only heal wounds but also impact patients' life."

Inotec AMD is now mapping its future and extending its footprints in the US. Along with the US, Inotec AMD is also extending its business into Asia and is going to launch in India as well. "Our goal is to become a reputable world-class company in wound care, and we are on a mission to achieve it by staying grounded and sticking to our original values," concludes Kennedy. 