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# INTOUCH

## EDITORIAL



Dear reader,

*In May, Ansell landed the Frost & Sullivan Product Quality Leadership Award 2010 for its Encore® range of surgical gloves. The recognition by this well-esteemed international market research group coincides with the gloves' introduction on the Russian market – an event that was announced during a well-attended press conference in Moscow.*

*An even bigger milestone in Ansell's history is the Australian launch of the Gammex® Powder Free with AMT Antimicrobial Technology – the world's first surgical glove with a proprietary antimicrobial coating. The healthcare community's reaction to this new concept has been overwhelmingly enthusiastic: they feel that the new glove is truly meeting a pressing need for extra protection. The Gammex® Powder Free with AMT Antimicrobial Technology will roll out in EMEA soon. We will keep you posted on its launch and hope that, sooner or later, it will also bring you that additional piece of mind in today's ever-riskier environment.*

*Both the Award and the new AMT technology underwrite Ansell's ongoing commitment to quality solutions that offer ever-better protection. This very same quality commitment has become a key driver for Ansell to constantly align pricing and cost levels. Unfortunately, rising raw material and energy costs have compelled us to raise our prices recently. We try to limit the impact to the max, but cannot avoid these price rises if quality levels are to be maintained. Thank you for your understanding in this matter.*

*Notwithstanding the obvious challenges, Ansell continues to support healthcare communities across EMEA. We are constantly building bridges with surgeons and medical associations, sharing our expertise and educational resources and raising awareness to hand-related risks during surgery. This InTouch not only focuses on a new partnership with the Royal College of Surgeons of England, it also highlights how Ansell is cementing its ties with EORNA and many nurses associations across Europe.*

*In brief: we hope this newsletter testifies to our ardent commitment to openness and innovation. Thank you for your continued business and enjoy your summer!*

**Werner Heintz** - Sr. Vice-President & Regional Director Europe,  
Ansell Healthcare



**Ansell**



## Ansell welcomes **new CEO**

On March 1st, Magnus Nicolin joined Ansell, as the new Chief Executive Officer and Managing Director. Magnus can boast an impressive series of leadership positions in an international context. Based on his experiences, he has laid out these pillars for Ansell's strategy:

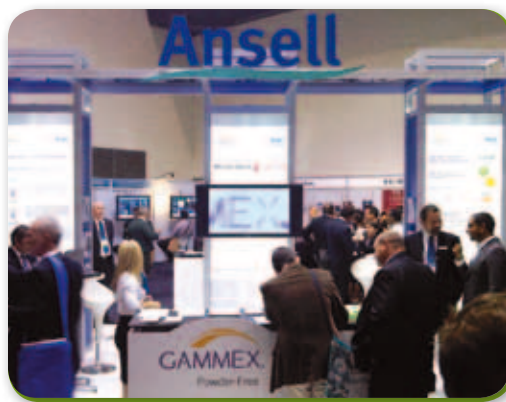
openness, effective communications and unyielding attention to innovation and new products. Over the following months and years, these three focal points will undoubtedly be reflected in Ansell's approach towards you!



## Gammex® Powder Free with **AMT Antimicrobial Technology**: a radical innovation !

Amis great media interest, Ansell held a groundbreaking new surgical glove above the 'baptismal font' on 4th May last: the Gammex® Powder Free with AMT Antimicrobial Technology – groundbreaking news.

With the number of high-risk pathogens increasing apace, Ansell has invested many years' research to develop a surgical glove that incorporates a proprietary antimicrobial coating to afford extra protection. The result is the Gammex® Powder Free with AMT



Antimicrobial Technology. The new glove features an inner coating that

contains skin-friendly agents and chlorhexidine gluconate (CHG), an effective antimicrobial agent commonly found. Extensive in-vitro laboratory testing has shown that the antimicrobial coating truly fulfils expectations.

The Gammex® Powder Free with AMT Antimicrobial Technology will be progressively rolled out in all Ansell markets and of course we will keep you updated!

## Aseptic Surgery Forum zooms in on **surgical infections**



On the 26th and 27th March 2010, over 1,000 healthcare workers from around 20 countries came together in Paris for the first edition of the Aseptic Surgery Forum: a unique, multi-disciplinary congress on the prevention, diagnosis and treatment of surgical

infections. In the exhibition area, they discovered how Ansell gloves provide exceptional protective characteristics, while ensuring great comfort.

The two-day forum, an initiative of the Paris doctor Patrick Mamoudy, is an innovative concept for practitioners and experts who assist daily in the fight against infections. The attending surgeons, OR nurses, physicians, pharmacists and hospital managers were treated to two days of informative presentations, which provided theoretical, practical and legislative insights into the topic. The exhibition that ran in parallel with the conference was an opportunity to exchange information

with suppliers of innovative equipment, technology and services that help prevent and treat infections.



With hand hygiene and protection playing a crucial role in infection prevention, the conference program included a session on the topic by Olivia Keita-Perse, Chief of the Hygiene and Epidemiology division at Monaco's Princess Grace Hospital. At the Ansell booth, participants learned how Ansell gloves help reduce the infection risk.

## Medical Device and Personal Protective Equipment combined

Ansell's surgical and examination gloves are categorized as 'medical devices'. Still, the same glove can be used by a nurse as well as by a lab worker. In the first case, it is classified as a medical device, while when worn in the lab it would be considered as Personal Protective Equipment (PPE). The result: one glove could be subject to different requirements. Since 21st March 2010, unambiguous rules are effective for these 'dual-use products'.



In the example above, both the glove and the reason for using it are the same: to protect the wearer from micro-organisms. However, the glove in the hospital has to fulfil the requirements of the Medical Device Directive (MDD), which states, amongst other specifications, that the producer/importer can certify the glove in its own lab. The safety of PPE products, on the other hand, has to be assessed and certificated by notified bodies. This led to situations where

manufacturers could choose to comply with either the basic health and safety requirements of the PPE Directive (89/686/EEC) or those of the MDD (93/42/EEC).

### In line with both MDD and PPE

When the European Commission decided to revise the MDD, many organizations and federations insisted on clearer rules for dual-use products. Their request was heard: in 2007, the Commission approved an amendment that included clear definitions on what procedures to follow for MDD products that can be used as PPE. The new rules became effective on 21st March last. The key message:

if a manufacturer wants to market a product as a MD as well as PPE, the essential requirements of both directives have to be met.

### Ansell gloves

Manufacturers who sell 'dual use' products must therefore update their instructions for use and labelling to include PPE instructions and markings, make sure these products are tested for chemical permeation and establish yearly recurring test programs or an annual systems audit. Each glove needs certification by a notified body. Ansell welcomes these new stipulations and trusts all its dual-use gloves will pass the new criteria.



## MD, PPE or both?



Whether a glove is categorized as a medical device or as an item of PPE is decided by the nature of the risks involved when used for its intended purpose(s): when risks are present in the interaction between the user

and patient, the glove is covered under the Medical Device Directive; external risks would be covered by the PPE Directive. Dual-use gloves are intended for use both as MD and PPE.



## Ansell launches **two more AnsellCares®** online resources

Did you know that 15 February is the European Perioperative Nurses Day? An initiative of the European Operating Room Nurses Association (EORNA), the purpose of this Day is to laud operating room nurses for the great role they play in quality care. This year's theme was 'Patient Safety through Quality Care', thereby drawing attention to the importance of continued professional education. As a close partner of EORNA, Ansell took this opportunity to launch two brand-new online AnsellCares® courses.

In April 2009, AnsellCares® courses on double gloving, glove material, glove powder and electrosurgery received ACE accreditation – an EORNA quality label for



distance learning courses and educational events. Since then, all four courses have been available through the EORNA website, for the nurses to study at their own pace. The tests can be taken online, with final results and accreditation points

available on an EORNA ACE certificate. This February a new course on hand hygiene and one on latex allergies have been added.

### European events starring AnsellCares®

Over the past few months, the brand-new AnsellCares® courses got wide coverage at European dedicated congresses, such as the 127th Congress of the German Society for Surgery (with a suitable motto: 'knowing, thinking and acting') and the recent congresses of AFISO and UNAIBODE - the Walloon (Belgium) and French EORNA members respectively.

### OR nurse **Frédérique Bienkowski** testifies:

"My work schedule makes it difficult to follow traditional courses. As the AnsellCares® lectures are online, I can choose when to follow the course. Moreover, the system is very easy to work with so the threshold is very low. I found the hospital hygiene

courses particularly interesting. By raising awareness on nosocomial infections and hand hygiene, we can significantly raise the quality and safety of healthcare."

Frédérique is an OR nurse at the Clinique Louis Caty de Baudour (Belgium). She was the first to successfully complete the online AnsellCares® courses.



## AFISO and UNAIBODE events starring AnsellCares®

AFISO and UNAIBODE - the Walloon (Belgium) and French EORNA members respectively - also have a close partnership with Ansell. The new AnsellCares® courses, and the AnsellCares® concept in general, were therefore highlighted during the recent AFISO and UNAIBODE congresses.

On Friday 23rd April, Ansell experts showcased AnsellCares® to visitors at the AFISO congress. During the closing ceremony, Ansell congratulated Frédérique Bienkowski (see box) on her completion of the AnsellCares® courses. At the UNAIBODE meeting (26th – 28th May) in Bordeaux, French operating room nurses learned the ins and outs of AnsellCares® and were invited to an

interactive Ansell workshop on double-gloving. It proved popular: 85 nurses attended the workshop, which was in fact an EORNA ACE accredited training session that entitled them to 1.5 course credits. In the meantime, Ansell has been asked to schedule the same training session at the regional level, so that all France's operating room nurses could learn the importance of double-gloving.



## Educational grants for the Royal College of Surgeons of England



In its continuing attempt to share know-how and expertise, Ansell teams up with many specialist associations. Quite recently, a partnership agreement was signed with the

Royal College of Surgeons of England. Ansell's support will help the College develop educational programmes to make sure surgeons stay on top of new technologies and treatments.

An adaptable, well-trained surgical workforce is key to ensure safe patient care and successful outcomes. However, it is difficult for surgeons and their teams to keep pace with rapidly changing technologies and, most importantly, get thorough training. The UK's Royal College of Surgeons therefore constantly develops initiatives to upgrade that education. Ansell's support helps the college finance a couple of recent initiatives like the use of surgical tutors, cadaver dissection courses and bursaries. In return, the partnership brings Ansell closer to one of the world's leading surgical



institutions – which is a great way to gauge the needs and wishes of surgeons and their teams.

## Ansell Encore® range receives prestigious Frost & Sullivan Award



“Based on the perceived value, Ansell's Encore® range clearly enjoys a superior position amongst its competitors in Europe.” That was one of the applauding conclusions of a surgical glove benchmarking study by Frost & Sullivan, a global market analysis and consulting leader. The survey yielded Ansell Encore® the Frost & Sullivan Product Quality Leadership Award 2010.

Frost & Sullivan calls itself a ‘Growth Partnership Company’, as it is committed to helping clients accelerate growth. Each year, the firm presents awards to companies that demonstrate best practices in a variety of markets. Each award is the result of intensive research by Frost & Sullivan analysts, based on objective criteria. The performance of Ansell's Encore surgical glove range was benchmarked against five criteria: glove performance, reliability, design, usability and perceived value.

### Reliable, usable and great value

Ansell scored better than its competitors on most of the criteria. The jury especially appreciated Ansell's stringent quality control measures to guarantee absolute glove safety, the low allergenicity of the

Encore® range (whilst ensuring great glove usability) and the gloves' excellent value for money. “Encore® gloves are high quality gloves, but still priced to be affordable, thus ensuring substantial cost savings for users. Thus, overall, hospitals attain substantial savings by switching to Encore® products as evidenced by the high success rate of Ansell Healthcare's trials,” the Frost & Sullivan report concluded.

To Ansell, the award is a big morale booster and proves that it is on the right track: developing high-quality solutions that afford unequalled protection and comfort levels.



## A Gammex® for every application

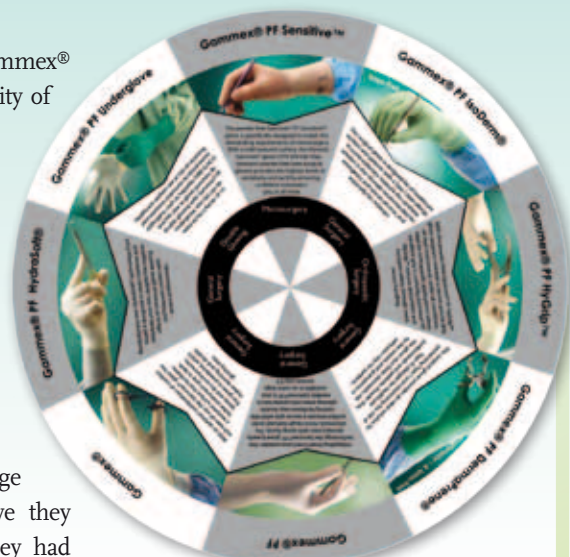
“Spin the wheel and discover the Gammex® glove that best meets your specific needs”. That is the basic idea behind the Gammex® brochure that Ansell’s Irish distributor PEI has recently designed. The creative booklet was launched at the Irish Nurses and Midwives Organization (INMO) annual conference on the 13th March last, with an equally original prize draw.

The INMO is Ireland’s largest professional trade union for nurses and midwives, with a membership of well over 40,000. Each year, the INMO conference features speakers on topics related to the operating theatre as well as an exhibition room where suppliers introduce members to new OT-related products and solutions. At its INMO booth, PEI highlighted the safety, comfort and grip of Ansell’s Gammex® family. The advertising

fits within a bigger PEI-steered Gammex® campaign that highlights the versatility of the range.

### Spin the wheel!

Visitors to the PEI stand received the original dial-type Gammex® brochure and were introduced to the Gammex® range via an unusual prize draw. PEI had hired an electronic “spin the wheel” machine with, in each compartment, an image of each Gammex® glove. The glove they landed on determined the prize they had won, with top prize for anybody who landed on the powder-free Gammex®-HyGrip™ glove – a fairly new Gammex® glove that ensures secure, precise instrument grip under all conditions and is, therefore, much appreciated by orthopaedic surgeons. The



visiting nurses and midwives were enthusiastic about the PEI initiative and will surely remember how the Gammex® family has a glove for every application!

## Ansell supports Belgian Special Olympics

For the third year in a row now, Ansell Healthcare Europe has donated examination gloves to support the Belgian edition of the Special Olympics, which took place from the 12th to the 15th May last.

The gloves were used by doctors of the Healthy Athletes Programme, a unique side-event of the Olympics that provide athletes with free healthcare screenings.

Ansell is always glad to support his project, as it perfectly fits its motto: “to improve the health of everyone.”

## Russian market welcomes Encore® surgical glove

Russia’s barrier protection market has changed substantially since Ansell arrived back in 1999. More and more surgeons are now replacing the standard gloves they had been using for many years by highly-protective, comfortable gloves that meet their specific needs. Slowly but steadily, the country is also imposing new standards for medical gloves. The past ten years have therefore been exceptionally challenging and fascinating for the Ansell Russia team. At a recent press conference, Ansell Russia announced a partnership with Delrus to distribute its Encore® series.

With Russians becoming increasingly aware that proper hand protection is a must, Ansell has experienced considerable growth in the Russian market in recent years. At present, Ansell’s surgical gloves have a 30% market share and Ansell hopes to raise that substantially in the near future.

To achieve that aim, the company sought a new distributor in addition to Medcom, with whom it had been working since its establishment in Russia. As Ansell attaches great importance to choosing the right partner, it had set a few key requirements: the new partner had to operate throughout Russia, have experience in the medical sector and a high reputation. A thorough market screening demonstrated that Delrus best met these requirements.

### Secure fit, comfort and low allergenicity

The brand-new partnership was announced to the gathered members of the press during a press release in Moscow on 27th April last. Dan Tebbutt and Natalia Smirnova, two representatives from the Australian Trade Commission, welcomed Ansell’s initiative as it illustrates the growing cooperation between Australia and Russia/CIS. Dimitry Pantin, Ansell’s Business Unit

Manager Russia, outlined Ansell’s history, its activities on the Russian market and announced the cooperation with Delrus. In addition, they zoomed in on the benefits of the Encore® range, such as its exceptionally secure fit, high comfort levels, good grip, low allergenicity and, last but not least, the versatility of the Encore® family.

### The ultimate aim: adequate protection

During an interactive Q&A session, the attending press got the chance to question Ansell on Russia’s surgical glove market, in general, and Ansell’s contribution to that. Ansell underlined how it is committed to working together with Russian medical organizations, such as the Russian Nurses Association, to exchange its barrier protection know-how and to provide expert advice for “to Ansell, gloves are, much more than a piece of latex, a way to protect patients and healthcare workers alike.”