



## Newsletter July 2007

Subject: Seek Inspiration from the Leader

In Healthcare we are used to best-practice and evidence-based working methods, or at least we often see nurses, doctors and hospitals striving to achieve better results, based on those aspects.

Curas is no stranger to looking around for inspiration and answers for the questions and challenges the healthcare industry presents to us all. In particular we often look towards the United States, because we have - through the years - learned that it pays off by doing so.

Most non-US healthcare distribution companies are not searching in the US, in any systematic way, for their business development: Indeed most manufacturers of Asian and European origin also come out short changed, with lack/delay of progress as a fundamental problem and inevitable result.

In Curas we have a different attitude: We believe that the United States' market for medical devices is often showing us the road ahead; regardless of it being driven by strong commercial innovation or validated clinical needs. We can all learn from the US, but it takes a dedicated effort.

We have plenty of examples that bind our views and add significant value to both sets of our business partners; our Product Exclusive Supply Partner as well as our Country Exclusive Distribution Partners when we learn from America.

Thus far we could mention but a few from a growing list of US lessons:

- The development of the Public Defib (AED) market
- The care for patient body temperature management during surgery
- The prevention of OR related pressure wounds
- The procedure trays and product kits



What Curas does - on behalf of us all - by looking towards the United States will ultimately benefit everyone involved in Curas; be it businesses, clinicians and patients.

We are determined to look ahead, and see where we should pay extra attention. - Because something new is coming.....and it often comes from West.

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