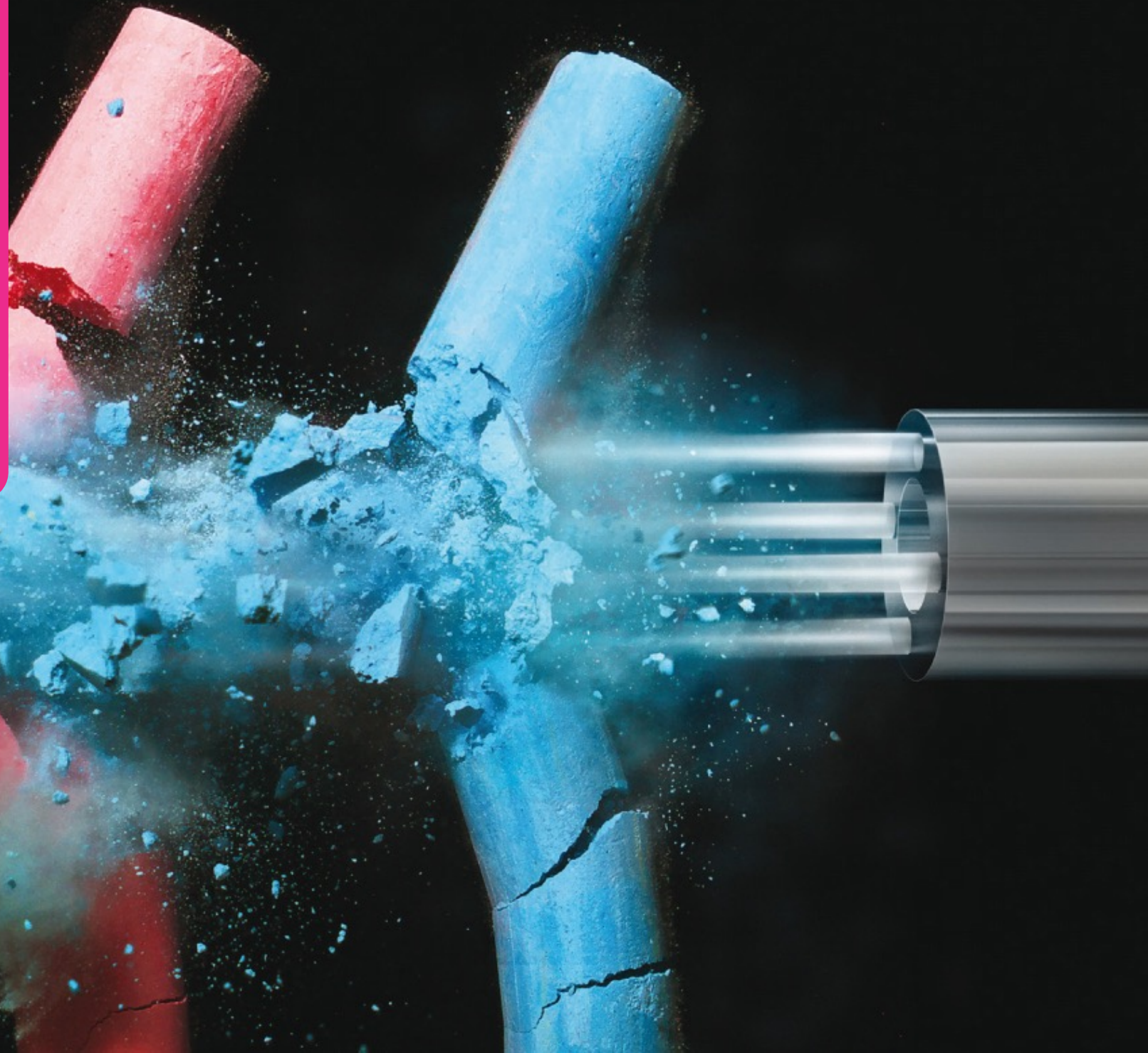


+UP

KCI SensaT.R.A.C. Technology

Reinforcing KCI's leadership
credentials.

Case Study: March, 2015





Aclivity™



An Aclivity Company

REINFORCING KCI'S LEADERSHIP CREDENTIALS.

KCI is a multinational company producing medical technology for the healing of wounds. 30 years ago KCI produced the first product developed specifically to deliver negative pressure wound therapy (NPWT). Since then it has evolved the technology to work across numerous products for different applications in both the acute and post-acute settings (from the hospital, to the wound-care centre, to the patient's home). The company is headquartered in San Antonio, Texas and markets its products in more than 25 countries. KCI and its sister companies LifeCell and Systagenix operate under the Acelity brand.

REINFORCING KCI'S LEADERSHIP CREDENTIALS.

The Brief

UP was asked to refresh the positioning of KCI's already famous V.A.C.[®] Therapy NPWT System. 'VAC' has become a generic term for every brand of NPWT device across the industry and KCI needed to set itself apart in order to maintain its leadership status. The company wanted to target surgeon, nurse and buyer audiences, highlighting the unique SensaT.R.A.C.[™] technology, a key differentiator of V.A.C.[®] Therapy devices. The campaign had to show that not all NPWT devices are the same and make the audience question the performance of competitive products.

REINFORCING KCI'S LEADERSHIP CREDENTIALS.

Process

For this campaign we held a working session where we agreed the brief and learned about the product and technology. We also dived into the vast amount of clinical and scientific published evidence that supported the use of V.A.C.[®] Therapy. We needed to make the audience aware of SensaT.R.A.C.[™] technology by:

- Introducing the idea that not all NPWT devices are the same
- Explaining the benefits of SensaT.R.A.C.[™] multi lumen technology
- Illustrating how the controlled delivery of NPWT with V.A.C.[®] and SensaT.R.A.C.[™] leads to lower risk of downstream complications and costs
- Positioning SensaT.R.A.C.[™] under the 'One Acelity' umbrella, and in turn, introducing the wider Acelity portfolio of products to the customer

Work

Our creative brief culminated in the core strategic thought: 'Purging the pretenders'. This looked to challenge the competition, while highlighting the core message that not all NPWT devices are the same. This was rolled out through a range of communications including a short animated film to demonstrate how the technology works. We supported this with a core product sales brochure and a range of print advertising featuring beautifully created 3D technical imagery.

REINFORCING KCI'S LEADERSHIP CREDENTIALS.

The Result

“The sales piece was the most used out of all the V.A.C. materials and the animation is widely used in sales calls, conferences and presentations. The feedback from the sales force was overwhelmingly positive. We think these pieces and the messaging in them have helped us to protect and secure our long-term business.”

Adam Marsh, Sr Global Marketing Manager at KCI.



Not All NPWT Devices Are The Same

V.A.C.[®] Therapy: Why consider using anything else for your Negative Pressure Wound Therapy needs?



Only V.A.C.[®] Therapy performs like V.A.C.[®] Therapy

V.A.C.[®] Therapy is the only Negative Pressure Therapy device registered with SmartV.A.C.[®] Technology. A proprietary technology that maintains and adjusts to deliver prescribed pressure at the wound site. So you can continue to provide the environment to help heal your patient's wound.

Monitoring and Adjusting Software with SmartV.A.C.[®] Technology
Precise load negative pressure is continuously monitored and maintained using complex algorithms, adjusting pump output and compensating for wound distance, wound position and occlude characteristics.



SensV.A.C.[®] Tubing
SensV.A.C.[®] tubing efficiently draws exudate away from the wound and independently monitors target pressure.

SmartV.A.C.[®] Pad
The SmartV.A.C.[®] Pad in conjunction with SensV.A.C.[®] Software, helps maintain pressure.

- Only NPWT system with multi-layer tubing can:**
- Select to change between the various occlude with different sizes.
 - Adapt to the pressure being received through the occlude to apply a firm pressure change of the wound site.
 - Replicate and maintain pressure in occlude change (e.g., change to leak proof).

Does your NPWT system utilize multi-layer tubing?

“Our NPT device performs
just like V.A.C.® Therapy”

Only V.A.C.® Therapy is engineered
with SensaT.R.A.C.™



V.A.C.® Therapy with SensaT.R.A.C.™ Technology is the only Negative Pressure Therapy device with the ability to measure pressure at the wound site.

- The design of the SensaT.R.A.C.™ Pad and tubing allows for accurate and controlled delivery of NPWT
- SensaT.R.A.C.™ Tubing efficiently draws exudate away from the wound and independently monitors target pressure
- EasyClear Purge™ forces air through the outer lumens to keep them clear and to help reduce blockages in the inner lumen
- V.A.C.® Therapy with SensaT.R.A.C.™ Technology is proven to reduce hospital readmission rates, wound related costs and total overall costs vs competition.

For more information, visit acelity.com



Only V.A.C.® Negative Pressure Wound Therapy comes with EasyClear Purge™



SensaT.R.A.C.™ Technology with EasyClear Purge™



EasyClear Purge™ forces positive air through the outer lumens of the SensaT.R.A.C.™ Tubing

- This positive air pressure occurs every 5 minutes
- EasyClear Purge™ helps to clear fluid from the outer lumens to help maintain their pressure sensing ability
- EasyClear Purge™ helps clear fluid in the inner lumen that is not being pulled up (typically because of a blockage)



For more information, visit acelity.com

NOTE: Specific indications, contraindications, warnings, precautions and safety information exist for KCI products and therapies. Please consult a physician and product instructions for use prior to application. Rx only.

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