



Frost & Sullivan Commends Incisive Surgical for Delivering Superior Customer Value through its Patient-Centric, Cost-Effective INSORB Absorbable Stapler

The time and cost savings, comfort, convenience, and cosmetic results enabled by this rapid subcuticular stapling modality has refined the total customer experience

LONDON, Sept. 16, 2014 /PRNewswire/ -- Based on its recent analysis of the mechanical wound closure market, Frost & Sullivan recognises Incisive Surgical with the 2014 Global Frost & Sullivan Award for Customer Value Leadership. Incisive Surgical's uniquely-designed, innovative INSORB® Absorbable Subcuticular Stapler is a skin closure technology that eliminates the need for patients to undergo the uncomfortable process of needless skin punctures and staple removal that may result in increased pain, wound complications and railroad-track scars. Consequently, they have a better surgical experience that yields more satisfactory cosmetic results.

The INSORB Absorbable Stapler is the new paradigm in skin closure that places an absorbable staple entirely underneath the skin to close surgical incisions. As such, this skin closure modality outdoes competing wound closure devices and treatment techniques that tend to be time-consuming, expensive, painful, and result in longer healing periods.

"By choosing the INSORB Absorbable Stapler, patients will benefit from faster and more comfortable wound closure and healing as well as a much lower risk of infection, which can be expensive to treat," said Frost & Sullivan Research Analyst Parthasarathy Raghava. Authors of a peer review study conducted at The Mayo Clinic and District One Hospital published in October 2011 found that their "results suggest that the use of [INSORB Absorbable] staples for skin closure at the time of cesarean section may lead to less in-hospital analgesic use ... are associated with less pain immediately post-operatively when pain can be the most difficult to control... [and] would result in a cost savings of approximately \$200 per patient even after considering the higher cost of the absorbable staple device." For surgeons too, Incisive Surgical's INSORB Absorbable Stapler is an attractive option, as it allows them to complete surgeries in a shorter duration than using absorbable sutures, often reducing operative times by 10 or more minutes, depending on the procedure.

From the hospital's perspective, employing INSORB Absorbable Stapler will be rewarding, as it leads to improved clinical outcomes and thus increases patient satisfaction. Since this subcuticular stapling modality can be used in a range of surgical procedures such as obstetrics, gynaecology, general, transplant, plastic, breast, oncology, colo-rectal, vascular, thoracic, and orthopaedic surgery, it can boost the experience for a large number of patients, clinicians and hospitals globally. Use of the INSORB Stapler may have a significant effect on the patient's assessment of quality of care.

For effective product penetration, Incisive Surgical has a dedicated sales and marketing team as well as a worldwide network of high-quality, independent sales professionals. Through its local sales professionals, the company has ensured that potential customers across all regions have easy access to its wound closure products.

As the INSORB Absorbable Stapler differs markedly from other wound closure products in the market, the Company's sales representatives are present for most initial cases to assist surgeons using its wound closure product for the first time.

"Incisive Surgical's INSORB Absorbable Stapler has had a significant impact on the wound closure market, as it addresses the weaknesses of competing technologies through its exclusive focus on a novel patient-centric skin closure solution," opined Parthasarathy Raghava. "Bent on staying ahead of its competitors, the company has also maintained close relationships with its customers so as to understand their needs as well as incorporate valuable input into the existing product line."

On account of these efforts, Incisive Surgical has established a prominent brand image in the global wound closure market. The company's successful penetration of the entire European region, Australia, South Korea, and the Middle East is ample evidence of this.

Each year, Frost & Sullivan presents this award to the company that demonstrates excellence in implementing strategies that proactively create value for its customers with a focus on improving the return on the investment that customers make in its services or products. This award recognises the company's inordinate focus on enhancing the value that its customers receive, beyond simply good customer service, leading to improved customer retention and ultimately customer base expansion.

Frost & Sullivan Best Practices awards recognise companies in a variety of regional and global markets for demonstrating outstanding achievement and superior performance in areas such as leadership, technological innovation, customer service and strategic product development. Industry analysts compare market participants and measure performance through in-depth interviews, analysis and extensive secondary research to identify best practices in the industry.

About Incisive Surgical

Incisive Surgical, Inc. (Plymouth, MN) is a privately-held company established to develop innovative, high quality patient-centric skin closure solutions that offer superior clinical and economic value. The INSORB Absorbable Subcuticular Skin Stapler has won several national awards, including the 2006 Wall Street Journal Technology Innovation of the Year Award for medical devices. Incisive Surgical is the only company in the world that offers this technology. The Company holds ten INSORB Patents – eight in the United States and two in Japan – with two patents pending in Europe. For more information or to request a media kit, contact info@insorb.com or visit www.insorb.com.

About Frost & Sullivan

Frost & Sullivan, the Growth Partnership Company, works in collaboration with clients to leverage visionary innovation that addresses the global challenges and related growth opportunities that will make or break today's market participants.

Our "Growth Partnership" supports clients by addressing these opportunities and incorporating two key elements driving visionary innovation: The Integrated Value Proposition and The Partnership Infrastructure.

- **The Integrated Value Proposition** provides support to our clients throughout all phases of their journey to visionary innovation including: research, analysis, strategy, vision, innovation and implementation.
- **The Partnership Infrastructure** is entirely unique as it constructs the foundation upon which visionary innovation becomes possible. This includes our 360 degree research, comprehensive industry coverage, career best practices as well as our global footprint of more than 40 offices.

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