

SUPPORTING UK COMPANIES WITH THEIR US STRATEGIES: FORTE MEDICAL

Problem

Accurate urine specimens are essential to the diagnosis and treatment of a myriad of conditions. Failure to diagnose and treat effectively can also lead to chronic conditions that are far more difficult for healthcare providers and patients to manage. UK-based Forte Medical have developed an innovative solution to the problem. Peezy Midstream is the world's first technology to deliver integrity to urine-based medicine. The company has identified the US as a key market and believe their technology can help tackle huge health inequalities across the USA. The annual cost of unreliable specimens to US health providers and insurers is an estimated \$718m, 46% of which is not reimbursed.

Solution

As part of their US strategy, Forte Medical have been a regular attendee on the ABHI's HealthTech mission to Texas. During the visits, the company have been introduced to healthcare leaders and decision makers. According to Forte Medical, the appetite for accurate diagnostics, targeted antibiotic prescribing, and right-first-time patient care is so great in the USA that the market has opened for them in a matter of months. As a result, they now have stock in the US and are looking at a base in Texas, so they can grow their market. Forte Medical were also one of the first companies to locate themselves at the ABHI Innovation Hub, a unique partnership between the Association of British HealthTech Industries (ABHI) and the Dell Medical School at The University of Texas at Austin.

Result

Forte are going from strength to strength in the US. The company have Texan customers waiting and are currently sourcing a potential base and warehouse facilities in the State. They are also shortlisting prospective plastics injection moulding companies to manufacture under licence for long-term market delivery.

Giovanna Forte, CEO of Forte Medical, explains that meetings with hospital system leaders, GPOs, distributors, clinical leaders and procurement teams have proven invaluable. She said: *"Nine months ago, ABHI put us in front of healthcare leaders and decision makers who understood immediately that inaccurate specimens delay diagnoses, particularly of urinary tract infection. We now have stock in the USA and are looking at a base in Texas so that we can grow this important and ready market. The ABHI has, quite simply, transformed our business for the better."*



Giovanna Forte, Managing Director, Forte Medical