

SUPPORTING UK COMPANIES WITH THEIR US STRATEGIES: P3 MEDICAL

Problem

In the UK it is standard procedure for camera drapes to be paced on an endoscopic scope during laparoscopic surgery. Sometimes, drapes need to be changed halfway through the procedure. However, in the US this does not seem to be the case, with many hospitals sending their camera off to be sterilised after each and every surgical procedure. This practice not only creates large sterilisation costs but also can result in breakdown repair bills, downtime when cameras go missing and increased capital as a larger quantity of cameras will be required by each operating theatre.

Solution

To overcome this clinical need, Bristol-based P3 Medical have developed a range of camera drapes specifically for the US market. Designed with the clinician in mind, the drapes allow for easy access to set up without compromising sterility. As part of their US strategy, the company have located themselves within 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, Austin. Being part of the hub provides P3 Medical with the infrastructure to strengthen market access and clinician engagement in Texas and beyond. It is a central part of the company's long-term plans to scale-up their stateside activities.

Result

Speaking to a number of US clinicians, it is evident that there is a strong clinical need within hospitals for P3 Medical's camera drape, which will ultimately save hospitals time, resources and money. The company have also just signed their first product development deal with a leading US academic hospital and have real potential to grow their product portfolio across the USA.

Simon Talbot, P3 Medical's managing director said: *"Being part of the ABHI Innovation Hub allows us to be in a world-class facility, within an ecosystem of clinicians, investors and mentors whilst we grow our American business. This is a great opportunity for us as a company and we are very excited about the future."*



Simon Talbot, P3 Medical, Managing Director