

D I S T R I B U T O R   P R E S E N T A T I O N

# Transforming the treatment of postpartum genital trauma

Hegenberger Medical is an award-winning healthcare company dedicated to improving maternal health and post-natal suturing conditions

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\*Contains Graphic Images\*

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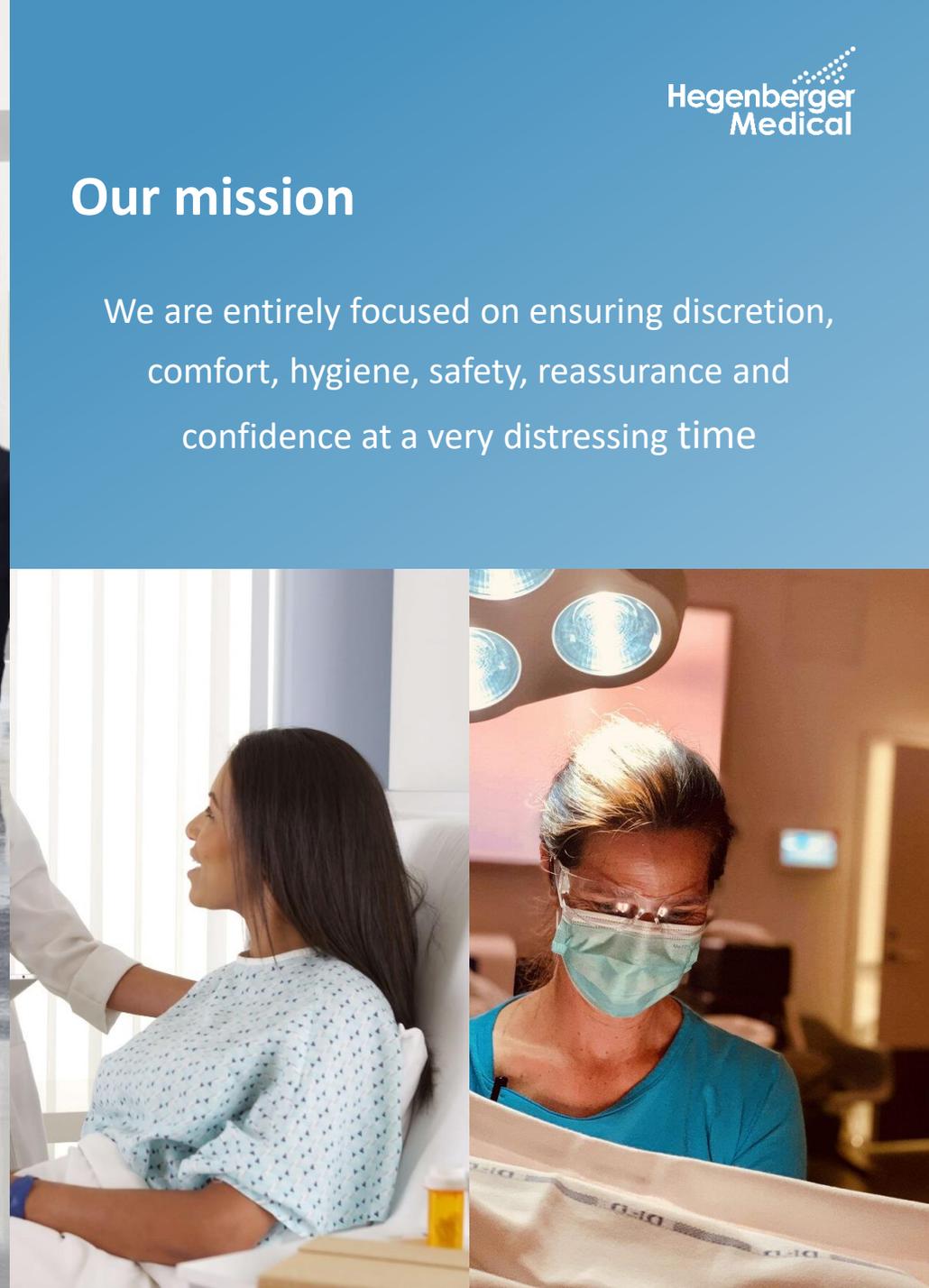
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## Our mission

We are entirely focused on ensuring discretion, comfort, hygiene, safety, reassurance and confidence at a very distressing time

# Our team and values



**Malene Hegenberger**  
Inventor  
& Clinical Development Lead



**Darya Kozlyk**  
Principle Clinical Specialist  
& Regulatory Lead



**Marie Louise**  
Clinical Training Specialist



**Hakeem Adebisi**  
Chief Commercial Officer



**Karen Sands**  
Chief Financial Officer



**Juan Pedro Lopez**  
Commercial Director



**We find a way**  
Going the extra mile to deliver



**We do better everyday**  
Learning quickly and finding better ways



**We're in it together**  
Acting as one team, working hard for each other



**We do what matters most**  
Staying focused on the important things



**We're passionate**  
Sharing our knowledge and enthusiasm

# Risk environment for patients, clinicians and maternal units

Postpartum suturing hasn't changed for many years, and poor visibility makes it extremely difficult to assess trauma and carry out repairs

Learn how we meet these challenges head on



# Current practice: Archaic techniques still in use



- ▶ Following vaginal birth, a genital exam is performed to determine the grade of trauma. If the diagnose is incorrect, the suturing will be inadequate.
- ▶ In the short term, this can lead to increased pain, infection, fistulas, wound dehiscence and resuturing. Longer-term effects include incontinence, painful intercourse and depression.
- ▶ For the 90% <sup>1</sup> of vaginal births that sustain perineal trauma, the clinician inserts their fingers into the vagina to provide better access for suturing.
- ▶ One clinician spreads the tissue apart with their fingers, while a second clinician performs the suturing.

# Current practice: Significant risks lead from poor visibility

- ▶ Misdiagnosis and sub-optimal repair caused by poor visibility have many short- and long-term effects on **women's physical and mental health**.
- ▶ Perineal wound dehiscence caused by infection prolongs healing and increases costs due to **resuturing**.
- ▶ **Clinicians** suffer from unnecessary needlestick, and musculoskeletal injury caused by poor visibility and ergonomics, inhibiting best practice.
- ▶ This creates a major financial burden for **maternal departments** and increases risk taking.
- ▶ The need for a **second clinician** diverts frontline staff and **doubles costs** amid ongoing staff shortages.



90% of vaginal births sustain trauma and 70%<sup>2</sup> require suturing



2m<sup>3</sup> needlestick injuries suffered by healthcare workers each year



£31m<sup>4</sup> in claims linked to perineal damage in the UK's NHS, 2000-10



15m<sup>5</sup> more health workers needed by 2030 – half are nurses and midwives

# The Hegenberger Retractor: A unique, innovative solution

We're working hard to improve the health of every mother, while creating safer work environments for every health worker

[Find out how we support patients and clinicians](#)



# The first and only midwife-designed perineal suturing device

- ▶ Improves the physical and mental health of every mother and empowers women by **tackling the taboo** of perineal trauma.
- ▶ Dramatically improves visibility and procedure time, ensures **safer work environments** and best practice techniques.
- ▶ Reduces instances of **needlestick injury and resuturing**, helps **mitigate risk** of legal action and improves service, care and comfort.
- ▶ Frees up staff resources to carry out other duties by allowing **one clinician** to perform the procedure with two free hands.



100% of clinicians found the device allowed clear visibility of damaged tissue during trials



97% of clinicians at our training sessions said they would be likely to use the device



91% of clinicians using the device for the first time said it was well accepted by patients



87% of clinicians reported better ergonomics during the suturing process

# Invented for clinicians, by clinicians

▶ Designed by Danish inventor and clinical midwife Malene Hegenberger to introduce a new, highly innovative product that helps make the suturing procedure more efficient by providing clinicians with a clear, unobstructed view of the birth canal and transforming the diagnosis and treatment of postpartum genital trauma. This facilitates:

- ▶ accurate grading of tear
- ▶ effective and efficient repair
- ▶ shorter procedure times
- ▶ fewer cases of resuturing
- ▶ less pain for the patient
- ▶ single clinician repair
- ▶ fewer needlestick injuries
- ▶ Improved long-term outcomes



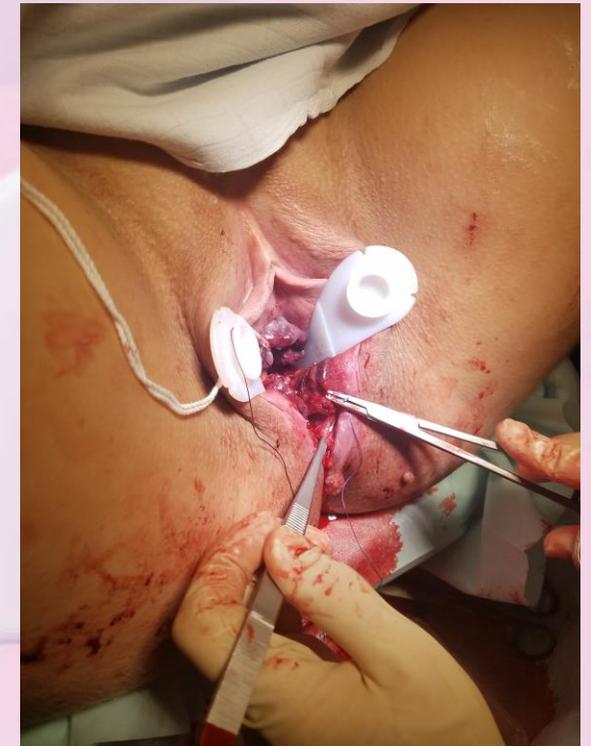
Current practice



Current practice



Optimised Hegenberger procedure



Optimised Hegenberger procedure

# Fully designed, tested and market ready



**Class I** FDA Medical Device Classification

**CE marked** for use across Europe

**Helping 1000s** of patients in the UK,  
Scandinavia and central Europe

**Single use** device

Unique and **patent-protected**

# A clear financial case with significant market potential

We mitigate the financial burden faced by maternal departments by helping to avoid unnecessary litigation, staff and resource costs

Discover the commercial and reputational benefits

# Significant cost savings and improved patient care

- ▶ Helps **avoid all costs** associated with inadequate repair, including patient negligence and employee litigation claims, **a second midwife**, corrective surgery, **resuturing**, and needlestick injury.
- ▶ The costs of using the Hegenberger Retractor are recovered by **savings achieved** through implementation.
- ▶ Alongside patient welfare issues, the commercial and **reputational benefits** are both clear, and numerous, ensuring the financial cost is simply not a consideration.



Projections from NHS data show we can create a potential **230%** annual saving per organisation



Needlestick injuries cost the NHS an estimated **£127m**<sup>6</sup> per year



The cost of absenteeism caused by needlestick injuries is estimated at over **£43m**<sup>7</sup> per year

# Approved by clinicians...

“Utilising both hands ensured **absolute accuracy**”

Valerie Fleming, Professor of Women’s Health, Liverpool John Moores University, UK

“The Retractor is **extremely easy to use**”

Gry Molvær, Midwife, Oslo University Hospital, Norway

“My **first choice** in the labour and operating room”

Peter Egede Jensen, Head Physician, Randers Regional Hospital, Denmark



## ...and patients

“The procedure went easier with the Retractor - I **didn't notice** it was used on me”

“Your invention gives women a better chance to be **sutured properly** and reduces complications later”

“I had **no pain** during suturing and was surprised that I didn't in my perineum afterwards”

# Patient-first philosophy benefits mothers and clinicians

## Highly regarded during training

“I like that you can suture more effectively and **see extremely well**”

Absolutely blown away - it's so **simple yet effective**

The **accuracy of suturing** improves so much

It's **one of a kind**, giving a better experience for woman and midwife

I like the **comfort and flexibility**; I love that it is a midwife innovation!

A **fantastic design**, utilising the body's natural harness points

Clinicians have their **hands free** to suture to an excellent standard

91%

of clinicians using the device for the first time said it was well received by patients

“**Important solution**  
Danish Design Award  
2020 Winner

“**Long overdue**  
CNN  
2021

“**Game changing**  
Index Award  
2021 Finalist



**Hegenberger: Invented by a clinician, for clinicians**

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