



MEDIA RELEASE

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MediGroup EBI Stracos 3D Rib Clip wins Kerrin Rennie Award

On Tuesday (27th September) night the Medical Technology Association of Australia (MTAA) announced MediGroup EBI, Stracos 3D Rib Clip as the winner of the Kerrin Rennie Award for Excellence in Medical Technology.

The Award recognises the innovative and extraordinary contribution of medical technology in improving and saving the lives of patients.

The product must demonstrate evidence of significant contribution to improving patient outcomes by enhancing quality of life, evidence of technical excellence and evidence of innovation.

Further, we announced Chelsea Cornelius from Analytica as the winner of the Outstanding Achievement Award. It recognises an individual who has contributed in a significant and outstanding way to the development of medical technology that improves patient outcomes and excellence.

The MTAA recognised all of our member companies for their contribution to the industry. A special thank you to those who had been continuously committed to the Association for 5,10,20,25,30 and 35 years.

David Ross was honoured with life membership for his 15 years service to our industry.

Chris Selwa, Managing Director of MediGroup EBI said:

"We're delighted to win the Kerrin Rennie award for the second year running. Winning this prestigious award against stiff competition reflects medigroup EBI's and the device industry's ongoing commitment to introducing products that significantly improve patient outcomes.

"The 3D Rib Clip, is a minimally invasive implant that is unique. Flexible to encourage ribs to remodel (heal long term) correctly, and rigid to ensure optimal short term outcomes such as re-approximation and pain.

"Using the 3D Rib Clip has been shown to reduce hospital and ICU stay, and is associated with reduced complications"

Chelsea Cornelius, Product Development Manager of Analytica said:

"I'm honoured to be named in the same category as Associate Professor in radiation oncology, Sandra Turner.

"I feel very fortunate to be able to make a difference in women's lives through PeriCoach and would like to thank Analytica and Geoff Daly for playing a big part in my journey so far.

"I love what I do and am excited to be part of MedTech in Australia, which is on the crest of something extraordinary. Events like these is what inspire me and make me proud to be part of this industry."

Allison Fox, co-lead of the Medical Technology Association of Australia said:

"The MTAA Annual Membership Awards is an opportunity to recognise our members and individuals who have contributed to improving patient outcomes through MedTech.

"Recognising MediGroup EBI, Chelsea Cornelius and David Ross is more important than ever as we come together and celebrate our achievements."

ENDS

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Notes to Editors:

Kerrin Rennie Award

Kerrin Rennie (formerly Kerrin McKenna) was the Managing Director of ConvaTec, a member company of Medical Industry Association of Australia (now MTAA). Kerrin was elected to the Board of MIAA in 1996, becoming its first female member. She was an active and enthusiastic member of the Board and an advocate for greater involvement of women at senior levels in the industry. In that capacity, Kerrin was instrumental in the recruitment to the Board of Maureen McKenzie (Coloplast), who became the Association's first female Chair.

Kerrin was appointed Honorary Treasurer in 1996 and served two terms in that office, retiring from the Board in 1999. She was an active member of several MIAA committees, including the Stoma Appliance and Wound Care Special Interest Groups. A trained nurse, Kerrin never lost sight of the central mission of our industry, that of caring for patients. She was a passionate advocate for the contribution of medical technology in extending life and improving quality of life.

In recognising the innovative and extraordinary contribution of medical technology in improving health outcomes for Australian patients, the Kerrin Rennie Award is a fitting tribute to Kerrin's life of service to this industry and to our patients.

PeriCoach, Analytica

The PeriCoach System® is a home biofeedback kegel exerciser that consists of a sensor device, Smartphone app, and data management system that guides women in strengthening pelvic floor muscles to help reduce or eliminate urinary incontinence. Urinary incontinence (UI) is bladder leakage – when a person has minimal to no control of their bladder and urine leaks out involuntarily. 1 in 3 women worldwide will experience UI at some point in their life and the impact on both the individual and society is enormous. With 4.2 million sufferers in Australia alone, the PeriCoach aims to improve lifestyles and reduce health costs by offering the sufferer a technologically-advanced but easy-to-use take home solution. Being the ONLY pelvic floor exercise system that enables clinician monitoring and measures force against the muscles that matter, it offers a valuable tool for women looking for solutions to a life-altering condition.

Spyglass DS, Boston Scientific

The SpyGlass DS Direct Visualization System is a single use flexible optical endoscope providing access and direct visualisation of the biliary and pancreatic ductal systems including the hepatic ducts to guide both optical and accessory devices to diagnose and treat benign and malignant disease.

Stracos 3D RibClip, MediGroup EBI

Stracos 3D RibClips function anatomically as the rib, adapting to the rib's natural movement. They are used in the stabilisation and fixation of fractures of the chest wall, including single and multiple rib fractures (flail chest), allowing for reconstructive surgical procedures of the chest wall and aiding in the alignment and stabilisation of the rib bone whilst the bone is healing.

The Outstanding Achievement Award:

Sandra Turner

Associate Professor Sandra Turner is a radiation oncologist in Sydney who sub-specialises in prostate cancer and sarcoma. She is the founding Clinical Lead of the Targeting Cancer campaign - the major work area of the Media and Profile Committee of the Faculty of Radiation Oncology (FRO), Royal Australia and New Zealand College of Radiologists, of which she is the Chair. She also sits on the FRO Council. Outside her clinical role and long-term involvement in clinical research, her passions lie in trying to continually improve training for radiation oncology professionals (the topic of her current PhD study) and in advocacy around radiation therapy. Promoting the value to patients of the continual technological improvements in the delivery of this therapy is an important focus in the overall campaign strategy.

Chelsea Cornelius

Chelsea specialised in Biomedical Engineering by completing her Masters at Melbourne University, fuelled by her experience working in a physiotherapy clinic and seeing the need for technological advances in health. She has quickly worked her way from Junior Engineer to Project Manager to Product Development and Operations Manager in 7 years in her company, Analytica Ltd, demonstrating her drive for progress and efficiency. She has developed a passion for women's health while working on a novel device to treat urinary incontinence, which affects 1 in 3 women worldwide. Participating in all parts of the life cycle of the unique system – from feasibility, prototyping and design, to quality assurance, regulatory affairs and customer engagement and service – she has been able to gain invaluable experience in all aspects of product development and supply, and has realised the potential for exponential growth in technology for women's health.

Judges for the Awards

- Professor Anne Simmons, Head of School, School of Mechanical & Manufacturing Engineering, UNSW
- Professor Guy Maddern, RP Jepson Professor of Surgery, University of Adelaide and Surgical Director of ASERNIP-S
- Henry Ko, Consumer Representative, Consumer, Consumers' Health Forum of Australia

About MTAA

The Medical Technology Association of Australia (MTAA) is the national association representing companies in the medical technology industry. MTAA aims to ensure the benefits of modern, innovative and reliable medical technology are delivered effectively to provide better health outcomes to the Australian community.

MTAA represents manufacturers and suppliers of medical technology used in the diagnosis, prevention, treatment and management of disease and disability. The range of medical technology is diverse with products ranging from familiar items such as syringes and wound dressings, through to high-technology implanted devices such as pacemakers, defibrillators, hip and other orthopaedic implants. Products also include hospital and diagnostic imaging equipment such as ultrasounds and magnetic resonance imaging machines.

MTAA members distribute the majority of the non-pharmaceutical products used in the diagnosis and treatment of disease and disability in Australia. Our member companies also play a vital role in providing healthcare professionals with essential education and training to ensure safe and effective use of medical technology.