

Surgical Innovations (SI) is delighted with the recent success at US conference SAGES (Society of American Gastrointestinal and Endoscopic Surgeons) and as the only British company in attendance, SI have truly made an impact on the US market.

Held in San Diego, California from 7-10th March, SAGES offered the perfect platform for SI to engage with international surgeons about the benefits of Resposable™ instruments – a combination of reusable and disposable components – and gain valuable feedback on their new technologies.

“We had an incredible show and it was a real honour to be the only British company at the Congress,” said Graham Bowland, Chief Executive Officer.

“In a market that is dominated by expensive throw-away devices our Resposable™ instruments were seen a ‘breath of fresh air’ by both surgeons and procurement managers alike.

“Using our instruments surgeons can still enjoy high quality instrumentation but also save their hospitals hundreds of pounds per procedure. This concept really triggered a nerve with US surgeons and they are excited about the technologies that we have to offer.”

As well as making a mark with innovative products, SI also made a lasting impression on delegates by shipping out a giant sized pretzel shaped ‘Scalextric’ track to help promote its latest innovation PretzelFlex™, the world’s first pretzel-shaped organ and tissue retractor for use in minimally invasive surgery.

Throughout the four day event surgeons competed against each other to achieve the best time with a chance of winning a host of prizes.

There was immense interest in PretzelFlex™ and just a few days after returning to the UK the company received 510(k) clearance from the US Food and Drug Administration to start selling the reusable device across America.

From a clinical perspective, Clinical Advisory Board member UK Consultant Surgeon Mr Chris Sutton and Co-Founder of SI Professor Mike McMahon also represented SI at the event to discuss the benefits of SI products with the surgeon attendees.

Mr Sutton said: “It was a privilege to represent the company and the British medical device industry in the US at the SAGES exhibition. The event was a huge success and I was able to discuss the benefits of using the SI products with international surgeons and share my personal experiences from the operating room.”

He added: “It was clear from the trade exhibition, lectures and the scientific free papers that there is a move away from pure SILS (Single Incision Laparoscopic Surgery) towards a combination approach using either needlescopic devices or 3mm instruments. With its 3mm portfolio and needlescopic instruments in development, SI positions itself well in the current minimally invasive surgery market.”

