

6 May 2014

Smith & Nephew to highlight the role of advanced therapies in reducing the hidden costs of wound care at the European Wound Management Association (EWMA) Conference 2014

| | |
|---------------|---|
| Who: | Global medical technology business, Smith & Nephew. |
| What: | At EWMA 2014 Smith & Nephew will host a satellite symposium which will examine the obvious and the hidden costs involved in wound care, how they affect healthcare professionals in practice, and how they can be reduced by using advanced wound management therapies. |
| Where: | EWMA 2014. Booth at 10D11, IFEMA Congress Centre, Madrid. |
| When: | EWMA takes place from Wednesday 14 May – Friday 16 May. The satellite symposium takes place on Thursday 15 May at 13:15. |

Smith & Nephew (LSE:SN, NYSE:SNN), the global medical technology business, has announced that its satellite symposium at EWMA 2014 will examine the obvious and the hidden costs involved in wound care, how they affect healthcare professionals in practice, and how they can be reduced by using advanced wound management therapies.

Research has shown that in a typical hospital setting today, between 25% and 40%¹ of beds will be occupied by patients with wounds, and in the community, the management of wounds takes up over half of all nursing resources. These resources used to manage these patients present a real challenge for healthcare systems, especially in today's climate of austerity in Europe.

"We fully support healthcare professionals in addressing the true cost of wound care," said Paul Trueman, Vice President of Market Access at Smith & Nephew. "At EWMA our priorities will be to highlight these hidden costs, offer some strategies for reducing them, and discuss how the adoption of advanced wound management therapies like ALLEVYN[◇] Life and PICO[◇] Single Use Negative Pressure Wound Therapy (NPWT) can help, while still addressing the wellbeing of patients."

New study shows how nurses can save time and treatment cost

During the satellite symposium, Debbie Simon, a UK-based Tissue Viability Nurse Specialist, will present a new study which shows how treatment with ALLEVYN Life could save both nursing time and overall treatment cost whilst benefitting patient outcomes.

ALLEVYN Life was developed following a programme of ethnographic research with both clinicians and patients to employ a differentiated core dressing design to combat common problems such as exudate leakage and conformability. An evaluation comprising 109 patients has shown that ALLEVYN Life has the potential to improve wound management practice and reduce the use of associated resources, such as nursing time. More information about this evaluation will be presented at the symposium.

Benefits of NPWT usage in the community highlighted

To conclude the symposium, Dr Marino Ciliberti from Italy will present his work on PICO usage in the community, which suggests that, if used appropriately, this innovative system can reduce complications and shorten healing times, avoid hospitalisation and improve the quality of life for his patients.

The PICO system can help to simultaneously improve patient outcomes whilst reducing the total costs of care, as a result of reductions in the cost of treating adverse outcomes, extended hospital stays and readmissions². PICO supports early patient discharge, can save money by extending the interval between dressing changes and has shown a reduction in total cost of care compared with other advanced wound dressings³.

Health Economics Surgery

Throughout the conference there will be a Health Economics Surgery held on the booth, designed to help clinicians present the business case for the adoption of innovative technologies that could save valuable resources for healthcare facilities whilst improving outcomes for patients.

Four clinical posters, authored by leading clinical specialists, will be presented by Smith & Nephew at the conference. The posters cover - the use of NPWT in the Open Abdomen; the use of Nano-crystalline Silver as an adjunct to NPWT; utilising the SSkin bundle and dermal pads in residential homes to improve the quality of care, and the appropriate use of adjuncts to NPWT.

And, if you are interested in making art as well as reducing costs in wound care, don't miss the ALLEVYN Life Drawing demonstration taking place at the booth, where you can join in!

For more information please come and visit the Smith & Nephew exhibition booth at 10D11, IFEMA Congress Centre, Madrid. The satellite symposium takes place on Thursday 15 May at 13:15.

Discover Life at the ALLEVYN Life website - www.allevynlife.com

See what is possible with PICO at the website - www.possiblewithpico.com

- Ends -

Enquiries

Media

Sara Fisher

Available at EWMA

Smith & Nephew

+44 (0775) 330 1600

About Smith & Nephew

Smith & Nephew is a global medical technology business dedicated to helping healthcare professionals improve people's lives. With leadership positions in [Orthopaedic Reconstruction](#), [Advanced Wound Management](#), [Sports Medicine](#) and [Trauma & Extremities](#), Smith & Nephew has around 11,000 employees and a [presence in more than 90 countries](#). Annual sales in 2013 were more than \$4.3 billion. Smith & Nephew is a member of the FTSE100 (LSE: SN, NYSE: SNN).

For more information about Smith & Nephew, [please visit our corporate website www.smith-nephew.com](http://www.smith-nephew.com), [follow @SmithNephewplc on Twitter](#) or [visit SmithNephewplc on Facebook.com](#)

Forward-looking Statements

This document may contain forward-looking statements that may or may not prove accurate. For example, statements regarding expected revenue growth and trading margins, market trends and our product pipeline are forward-looking statements. Phrases such as "aim", "plan", "intend", "anticipate", "well-placed", "believe", "estimate", "expect", "target", "consider" and similar expressions are generally intended to identify forward-looking statements. Forward-looking statements involve known and unknown risks, uncertainties and other important factors that could cause actual results to differ materially from what is expressed or implied by the statements. For Smith & Nephew, these factors include: economic and financial conditions in the markets we serve, especially those affecting health care providers, payers and customers; price levels for established and innovative medical devices; developments in medical technology; regulatory approvals, reimbursement decisions or other government actions; product defects or recalls; litigation relating to patent or other claims; legal compliance risks and related investigative, remedial or enforcement actions; strategic actions, including acquisitions and dispositions, our success in performing due diligence, valuing and integrating acquired businesses; disruption that may result from transactions or other changes we make in our business plans or organisation to adapt to market developments; and numerous other matters that affect us or our markets, including those of a political, economic, business, competitive or reputational nature. Please refer to the documents that Smith & Nephew has filed with the U.S. Securities and Exchange Commission under the U.S. Securities Exchange Act of 1934, as amended, including Smith & Nephew's most recent annual report on Form 20-F, for a discussion of certain of these factors. Any forward-looking statement is based on information available to Smith & Nephew as of the date of the statement. All written or oral forward-looking statements attributable to Smith & Nephew are qualified by this caution. Smith & Nephew does not undertake any obligation to update or revise any forward-looking statement to reflect any change in circumstances or in Smith & Nephew's expectations.

◊ Trademark of Smith & Nephew. Certain marks registered US Patent and Trademark Office.

49810

References

1. Posnett J, Gottrup F, Lundgren H, Saal G. The resource impact of wounds on healthcare providers in Europe. *Journal of Wound Care*, 2009;18(4):154-161.
2. Bullough *et al.*, Changing wound care protocols to reduce post-operative caesarean section infection and readmission. *Wounds UK*, vol 10, no.1 2014. 3. Jenks *et al.*, Clinical and economic burden of surgical site infection (SSI) and predicted financial consequences of elimination of SSI from an English hospital. *Journal of hospital infection* 86 (2104) 24-33.
3. Hurd T. Outcomes From A Single Use Negative Pressure Wound Therapy System Designed For People. Symposium presentation EWMA, 2012.