

## CONVATEC RECEIVES INTERNATIONAL AWARD OF EXCELLENCE

### *Interactive Solutions® Algorithms offers streamlined and user friendly approach for treating wounds*

SKILLMAN, NEW JERSEY (July 10, 2008) – ConvaTec, a world-leading manufacturer of wound therapeutics and ostomy care products, announced today that it has received a prestigious International Award for Excellence (IN-AWE) in this year's annual competition. The Healthcare Communication and Marketing Association (HCMA), sponsors of the awards, presented ConvaTec with a Bronze Award in the Medical Education/Interactive category for the creation of its interactive, CD-ROM-based "Solutions® Algorithm for Skin and Woundcare", an evidence-based wound assessment and treatment guideline available to help health care professionals make correct wound treatment decisions.

First launched by ConvaTec ten years ago, the Solutions® Algorithms printed manuals have been content validated by multiple groups of wound care professionals and global opinion leaders. In 2007, Solutions® Algorithms was accepted by the National Guideline Clearinghouse (NGC) as the only content-validated algorithm for pressure ulcers and lower extremity ulcers in the United States. The new interactive module supplements the in-depth printed resources.

"While the original Solutions® Algorithms pieces were extremely successful in print form, we wanted to provide a streamlined and more user friendly approach to accessing all the information in one easy to use interactive tool," said Stephen Forden, VP & General Manager US, ConvaTec. "As a leading company in modern wound care, we will continue to develop cutting-edge resources like this tool and provide trusted, proven evidence-based support for the busy clinician."

Numerous clinical studies using the Solutions® Algorithms in addition to other proven modalities of care have produced positive outcomes in multiple care settings.<sup>1-4</sup> The latest review, presented at the Symposium on Advanced Wound Care Wound Healing Society (SAWC) annual meeting in April 2008, found that using evidence-based products within standardized protocols was associated with faster pressure ulcer healing than using off-protocol wound care products within the same protocols of care.<sup>5</sup>

iMed Studios, a Publicis Healthcare Communications Group Company, developed the interactive Solutions® Algorithm resource. Utilizing a user-friendly Decision Tree interface as well as Decision Tree database structure for algorithm assets, customized protocols are provided based on information that the health care professionals inputs throughout the different stages of the wound healing process. Each algorithm leads to Product Selection and contains the ability for users to print final protocols, product selections and directions on how to use the appropriate products.

The IN-AWE Awards competition is one of the health care advertising and marketing industry's most prestigious honors since it was first started in 1985. This year's competition included more than 900 entries from over 140 companies seeking to compare their best work on measures of visual creative appeal, marketing strategy and performance. A panel of 38 judges with experience in health care marketing from both the industry-side and agency-side evaluated submissions looking for this year's best medical marketing. The winners were announced at the 24th annual IN-AWE Awards Dinner in Dallas earlier this month.

### **About ConvaTec**

For over 30 years, ConvaTec has been a pioneer in developing and marketing innovative wound therapeutics and ostomy care products that have helped improve the lives of millions of people worldwide. Today, ConvaTec continues to be at the forefront of the movement to change the way health care professionals are managing chronic and acute wounds, emphasizing the principles of advanced wound care management and evidence-based medicine. From its headquarters in Skillman, New Jersey,

the company oversees more than 3,400 employees in 91 countries serving patients and their health care professionals on six continents. For more information, please visit [www.convatec.com](http://www.convatec.com).

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