

Medovate announces new agreement with Mercury Medical® securing 100% distributor coverage for SAFIRA™ in the USA

Medovate is proud to announce conclusion of an agreement with Mercury Medical to distribute its medical device SAFIRA™ (SAFer Injection for Regional Anesthesia) – a move that will now provide 100% coverage across the United States of America.

Despite the ongoing global COVID-19 pandemic which has closed many country borders, Medovate has successfully secured a deal with one of the United States' largest distribution partners for their FDA-cleared device.

Developed in collaboration with clinicians from the National Health Service (NHS) in the UK, SAFIRA™ is a revolutionary Class II medical device set to transform regional anesthesia around the world by making it a one-person procedure. It puts control of the injection in the hands of the anesthesiologist, therefore freeing up their assistants to carry out other tasks and the device helps to improve patient safety by reducing the risk of nerve damage as it prevents injection above 20psi. For hospitals, economic modelling has shown it also has the potential to generate cost savings.

Headquartered in Clearwater, Florida, Mercury Medical is a company with more than 50 years of experience developing medical device innovation, focusing heavily on keeping healthcare ahead of the curve with novel technologies. They have positioned themselves as a US leader in providing technological advances for clinicians in both airway solutions and anesthesia – a philosophy that aligns with Medovate and SAFIRA™. Mercury Medical also has very high quality standards and are ISO 13485 and ISO 9001 certified.

Stuart Thomson, Managing Director, Medovate, commented: *“Securing this agreement with Mercury Medical during a global pandemic is a real achievement and demonstrates the strength and ambition of the company, along with the exciting impact SAFIRA™ can generate”*

“A comprehensive suite of digital based marketing tools has also been developed by Medovate to help support our distributors roll out this brand new product in challenging times where it is increasingly difficult to hold face-to-face meetings and product demonstrations. Our distribution partners have been impressed and reassured by Medovate’s investment in materials to support them during launch and roll out. We aim to provide professional support to our well-established, global distributors to enable them to gain early market traction with our first medical product – SAFIRA™.”

Dr John Gargaro, President and CEO at Mercury Medical added: *“We believe SAFIRA™ will revolutionize regional anesthesia across the United States. As a company, Mercury Medical has a rich experience in bringing innovative, clinically differentiated medical devices to market. This ingenious device will improve patient safety and operating room efficiency simultaneously by putting the entire regional block procedure back where it belongs – in the anesthesiologists’ hands. We are extremely pleased to add SAFIRA™ to our product line portfolio”*

Mercury Medical will distribute SAFIRA™ throughout 28 US States. This will cover the East Coast, the Southern states and the West Coast including the states of New York, Delaware, Florida, New Jersey, North Carolina, South Carolina, Texas, Mississippi and California.

Amid the current COVID-19 pandemic SAFIRA™ has the potential to make a significant impact by turning regional anesthesia into a one-person procedure. Recent publications, including a joint statement by the American Society of Regional Anesthesia and Pain Management (ASRA) and the European Society of Regional Anaesthesia and Pain Therapy (ESRA), have recommended regional anesthesia be considered whenever surgery is planned for a suspected or confirmed COVID-19 patient. This is because it preserves respiratory function and avoids aerosolization and the potential for transmission of COVID-19 compared to general anesthesia.

ENDS

For further information or visuals of SAFIRA™ please contact: Julia Price
julia.price@medovate.co.uk or 07737864878

Note to Editors:

About Medovate www.medovate.co.uk

Medovate is a medical device company dedicated to the development and commercialisation of innovative medical technologies created within the NHS and beyond. Medovate identifies and works with high potential medtech innovations, providing the specialist management and technical resources, along with finance required to lead innovation development through clinical trials and regulatory approval. By providing funding and support at a crucial point in the development of innovative medical technologies, Medovate accelerates innovations to market in order to benefit patient care and healthcare delivery. The company has a strong portfolio relating to specialisms in anaesthesia, airway management, critical care and surgery. Medovate directly benefits the NHS by:

- Providing access to funding, support and expertise to enable innovations created within the NHS to reach the market
- Delivering commercial returns to the NHS organisations and inventors that created the technologies

About Mercury Medical www.mercurymed.com

Mercury Medical is a global provider of airway and respiratory medical device systems bringing a legacy of innovation with high quality, cost-effective solutions for healthcare providers focused on delivering better patient outcomes. The company distributes its products to over 55 countries concentrated in critical care, respiratory, anesthesia, neonatal and emergency markets.