

HEARTLAND HERALD

WINTER 2013

SOUTHWEST TECHNOLOGIES, INC

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**SWT MOVES QUICKLY
TO HELP RELIEVE
SUFFERING IN THE
PHILIPPINES WITH A
SHIPMENT OF
DRESSINGS**

SWT - A COMMITMENT TO HELP OTHERS

IN THE AFTERMATH OF TYPHOON HAIYAN, SWT CONTRIBUTES TO THE RESCUE

On November 7th, 2013, Typhoon Haiyan began a two day attack on the Philippines resulting in the strongest recorded storm ever to

make landfall. Left in the wake of torrential rains, hurricane force winds and the resulting storm surge, 4,000 were left dead

and 920,000 people were left homeless. The numbers continue to rise in the wake of overwhelming devastation.



Very few structures were left standing. Most homes were reduced to piles of kindling. The few remaining buildings that were structurally sound have been converted into dormitories and hospitals. Basic necessities, including food, water, and medical equipment were nonexistent. It was up to the world to mobilize a rescue effort.

Southwest Technologies, Inc. has a long history of responding to disasters across the globe and is in a unique position to help. Although there are thousands of wound dressings on the market today, the simplicity and versatility of these remarkable dressings is one of the keys to their success. They can be used individually or in combination to care

for almost every type of wound imaginable. The fact that they are able to help combat infection with their bacteriostatic properties is yet

*"Everyone has to do
whatever they can in
times of emergencies"*
-Ed Stout, PhD, CEO

another plus. In a crisis, physicians and nurses are taxed to maximize resources and volunteers are key. These dressings are not dependent on experienced clinicians for application.
(continued page 7)



southwest technologies inc.

Upcoming USA Events

Pacific Coast Region
(WOCN)

February 20-22 2014
Hyatt Regency Resort/Spa
Monterey, CA

T2C

7th annual Translational to
Clinical Wound Conference
March 13-15, 2014
Ohio State University
Columbus, OH

Wound Care Institute
Advancing Evidence-based
Practice for WOC Nursing
March 16-18, 2014
Branson, MO

SAWC/WHIS Spring
Conference
April 24-27, 2014
Orlando, FL

WOCN
June 21-25, 2014
Nashville, TN

Posters at Advances in Wound Care Showcase SWT Products



Ruth Anderson, RN, CWS, Cathy Wetzeler, RN, BSN and Mary Lynn Papin, RN, BSN, CWOCN stand proudly in front of their TWO posters being presented at the Advances in Skin and Wound Care Conference.

The wound treatment team from Boone County Hospital, Boone, Iowa have vast and varied experience with SWT products. This year, they presented their work in two posters at the Clinical Symposium on Advances in Skin and Wound Care Conference in Lake Buena Vista, Florida.

Their first poster presented their results with using Elasto-Gel™ on a very large and recalcitrant case of abdominal pyoderma gangrenosum. In the previous newsletter, research was presented on this complex etiology around ostomies using Gold Dust®. Both approaches, Elasto-Gel™ and Gold Dust® resulted in faster,

optimal healing, reduced pain, and reduced costs. The pathergy that is a hallmark of pyoderma clearly responds nicely to the gentle nature of these very effective dressings.

Their second poster examined the problematic issue of MARS (medical adhesive related skin injury). Skin damage secondary to medical adhesives is a common problem resulting in painful skin loss. Their research highlighted the benefits of using Elasto-Gel™ as a primary dressing on these types of injury.

If you have an idea for a poster presentation, please contact your local rep or SWT directly. 1-800-247-9951 or info@elastogel.com

LONG TERM CARE CORNER

Contractures are a challenge in long term care. Elderly patients who are immobile for an extended period of time may develop joints frozen in position with little or no remaining mobility. This increases the risk for pressure ulcer development and hampers efforts to effectively manage a pressure ulcer.

The success stories in long term care are as varied as the patients. One patient had developed a contracture that left her neck bent so that it rested squarely on the shoulder. The challenge was providing moist wound management and pressure relief. Elasto-Gel™ was used to cover the stage 2 pressure ulcer on the shoulder and another piece was used to manage the corresponding lesion on the ear. Securing the double layer of dressings was managed with a lightweight stretchy and festive hairband.

Elasto-Gel™ is a very effective strategy for managing contractions. The dressing can be rolled to fit nicely in the palms of patients who maintain a fist. continued (page 7)



Caring for the Cancer Patient

Being diagnosed with cancer is devastating. The “C” word frequently leaves patients numb, struggling to make sense of what they are being told. The majority of women and some men process the news in stages. They are not only afraid of the cancer and its consequences but also the treatment. Most understand that chemotherapy is an important adjunctive therapy but have heard about the side-effects of nausea, vomiting, diarrhea, mouth sores, and hair loss.

Alopecia, or loss of hair, has been reported to be one of the most difficult aspects of cancer therapy to cope with. The hair loss damages an individual’s self image and is a continual reminder of their disease. Everyone copes differently. Some take control and at the second or third week of treatment when the hair begins to fall out will opt to shave their head in an

effort to take control of their cancer. They may shop for wigs, scarfs, hats, and turbans.

Today’s oncology clinics make every effort to minimize the side effects of cancer. Patients are given medications before their chemotherapy infusions to minimize side effects such as Benadryl for allergic reactions or Zofran for nausea and vomiting. Depending on the type of cancer and chemo being given, they may be encouraged to continually drink icy beverages to help avoid mouth sores and they are entertained with light-hearted attempts to look at the positive side of being bald. The reality is that most individuals would love the chance to cheat cancer and keep their hair.

One option that is effective (continued on page 7)

Malaysia Unites the World with Global Conference



Dr. Harikrishna K.R. Nair (featured below) organized clinicians and vendors from across the world in Malaysia to share best practices

“Global Wound Care Made Local” unites professionals to improve wound care practices.

For the second consecutive year, SWT has been honored to participate in the international conference in Malaysia. The quest for wound care knowledge and hunger for best practice models is a worldwide phenomenon. With the increasing incidence of diabetes and propensity of both chronic and acute wounds, conferences like this, are critical in assuring that EVERY patient has the opportunity to heal in a timely manner, without complications and with minimal pain.

Dr. Harikrishna Nair is a passionate crusader for improving the quality of wound care offered throughout his home country, Malaysia and extending that same knowledge and expertise across borders.

This 3 day conference brought internationally recognized speakers to an eager audience of clinicians. In addition to didactic presentations, the exhibit hall and

posters augmented the information provided in lecture format.

Dr. Nair's conference brought a broad-based agenda to the attendees that covered all aspects of wound care. Topics included all of the “hot topics” in wound care including burns, atypical wounds, diabetic foot wounds, venous ulcers, pressure ulcers and so much more.(continued on page 7)



Upcoming Global Events

EWMA 2014
14-16 MAY 2014
MADRID, SPAIN

20th WCET BIENNIAL
CONGRESS
15-19 JUNE 2014
GOTHENBURG, SWEDEN

7th INTERNATIONAL
CONGRESS OF THE
MEXICAN WOUND CARE
& HEALING
ASSOCIATION
26-29 SEPTEMBER, 2014
MONTEREY, NUEVO
LEON, MEXICO

1ST INTERNATIONAL
MEETING OF THE
WOUND HEALING
INTERDISCIPLINARY
GROUP OF ARGENTINA
4-5 OCTOBER, 2014
BUENOS ARIES,
ARGENTINA

SWT Team Travels to Educate the World

Annie Brossard, Larry Barratta, Jim Ford and an international team of distributors have traveled throughout the world on behalf of SWT. Wound care is a growing specialty and this is as true in large urban centers like Dubai, UAE as it is in small villages in Africa.

Dr. Larry Baratta, Medical Director and Ms. Annie Brossard, Director of Business Development for the Middle East, Europe and Africa recently completed a five country medical education trip through Oman, Qatar, Kuwait, United Arab Emirates, and Saudi Arabia. In Qatar, they worked closely with Pure Line Medic, a SWT distributor.

An intensive lecture schedule was arranged for Dr. Baratta at Hamad Hospital Corporation and Queen Medical. Dr. Baratta presented a lecture “Collagen and Wound Care” to over 75 clinicians. In Kuwait, Gulf Advanced Trading, another SWT distributor, was instrumental in arranging education for local physicians.



Larry Baratta, MD presents lectures to international markets

Dr. Baratta delivered a scientific lecture to over 200 surgeons who served in the five major hospitals throughout Kuwait City. Dr. Baratta also conducted bedside demonstrations on the “best practices” of wound management using products provided by Southwest Technologies, Inc. products. The collective response to the lectures was overwhelmingly positive which underscored Southwest Technologies, Inc. commitment to providing wound and burn care products as a “Total Wound Care Solution System”.

In a separate trip, Jim Ford traveled to Malaysia along with LJ Lamb, a long time SWT supporter, to exhibit Southwest Technologies products at the “Global Wound Care Made Local” conference in Kuala Lumpur, Malaysia. Kuala Lumpur, often called KL is the capital and most populated city in Malaysia. It was a beautiful venue for an international conference that drew an audience from around the world. A more detailed account of this conference is featured on the opposite page.

HEARTLAND HERALD'S EDUCATION CLASSROOM


The goal of this newsletter is to engage, enlighten, and educate. Southwest Technologies, Inc has been built with a solid belief that forming partnerships with clinicians is one of the best avenues to helping patients around the world. Products alone—even great products—are not enough without education.

With each addition of the Heartland Herald Newsletter, we will endeavor to bring you venues for continuing education, recent posters, news from across the world, and key components for a solid foundation in wound care.

In the coming months, we hope to expand these offerings with even more options. A library of lectures on timely wound care topics is being built for you and

your teams. We understand and appreciate that you, the busy professional, may not always have time or funding to attend national and regional conferences. To help provide you the knowledge that you want, we are expanding our website, www.elastogel.com with posters that have been presented, lectures, and hopefully in the next year, a blog. If there is a topic, you would like to see addressed, please let us know. We will do our best to meet your needs. Our goal is the same as it has always been. We want to live our mission statement of “Treating the World Well”

That concept is not only focused on patients. It is just as important that we treat our professional partners just as well. .



NectaCare®, the newest product by SWT will launch in 2014. This innovative dressing will give clinicians another critical tool for managing complex wounds. NectaCare® will blend manuka honey, long known for its anti-inflammatory and debridement benefits with glycerine. This dressing will be available in the most popular sizes in sheet form.

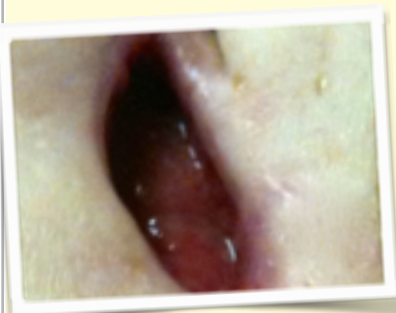


Photo A



Photo B

EPIBOLE

Epibole or rolled edges along the perimeter of a wound is a common challenge with chronic wounds. The base and sides of a wound may be admirable with healthy, firm, pink granulation tissue but week after week there is no change in measurements. When wound edges are closed, active healing stops, measurements become stagnant and healing stalls. (see photo A to the left)

Maintaining open wound edges can be accomplished with attention to careful wound packing so that the top edge of the wound remains open. Ideal wound edges will be open with a thin, pink line of granulation tissue along the entire junction between the wound and the surrounding skin.

To restart healing, epibole must be corrected. The wound edge can be debrided with sharp, enzymatic or autolytic debridement methods depending on your scope of practice and the needs of the wound.

To jumpstart a stalled wound, collagen may also be of a benefit.

COMMITMENT TO HELP

continued from page 1

They are easy for novice clinicians and even volunteers to apply.

Angie Stout, VP of Global Marketing offered "For over thirty years, Southwest Technologies has always done their best to help lessen suffering in times of disasters. We do this for disasters in the United States and anywhere in the world. We all live in the same world and we all have the same responsibility to be good citizens of OUR world"

MALAYSIA CONFERENCE

continued from page 4

Dr. Nair has vast experience with SWT products. He presented two posters that highlighted the successes he has had with these products. The first poster highlighted the success that he has seen with collagen and glycerine based lotion for diabetic skin disorders. The second examined the success he had with highly recalcitrant wounds using a combination of these products.

Both posters will be available for review on the SWT website, www.elastogel.com in the near future.

LONG TERM CARE

continued from page 3

It can also be cut, shaped and stacked. For intact skin, the glycerine base maintains optimal skin moisture levels and for broken skin, the glycerine will help promote rapid healing, exudate management, and comfort.

CANCER PATIENTS

continued from page 3

with some chemotherapy agents is the use of the cold caps. The caps are frozen 24 hours in advance of treatment and then taken to each therapy session. The first cap is applied before the chemo begins and changed out every 30-45 minutes for the duration of chemo. A cap is kept

in place for 30 minutes after chemo is completed.

The scientific principle behind this therapy is based on the same science that advises icy beverages to avoid mouth sores. By cooling the hair follicle, the chemotherapy agent will not be drawn into the hair follicle avoiding damage to the hair shaft.

Most chemotherapy clinics will not have the staff to accommodate the cap changes, but will welcome family and friends who want to help.

As with all healthcare, please check with the primary physician before implementing therapy. Literature can be obtained by calling Southwest Technologies, Inc. directly at 1-800-247-9951.

For a related story see below

Ed Stout, CEO

Southwest Technologies

Via electronic mail to: info@elastogel.com

Dear Ed,

In July 2011, at the age of 51, I was diagnosed with a Stage II squamous cell carcinoma...anal cancer. I was devastated by the news, but was determined to beat it. As the owner of a architecture/interior design firm, it was imperative to my business that I not appear sick. There were people depending on me for their livelihood and I was worried about how clients would react. Hair loss was a major concern. Let's face it, wigs and scarves on young women have become synonymous with a cancer fight, and, as such, were a last resort for me.

My sister, Lani, was a tremendous source of support for me during this trying time. She turned to her best friend, MK, a breast cancer survivor, for advice. Her friend recommended and provided me with the Elasto-Gel Hypothermia Cap.

I must admit, I was at first skeptical, but the science behind the product made perfect sense. The principle was simple; just prior to and during my chemo therapy infusion, I was to cover my head with the gel cap that had been stored overnight in the freezer. The cap was designed to keep hair follicles very cold to temporarily discourage blood flow to them, creating an inhospitable place for cancer cells to "hide".

Users must not allow themselves to be deterred by naysayers...including some of the health professionals treating them. I traveled to the Chemo lab with my cap in a cooler to prevent any loss of the cold. The chemo therapy that I was taking had a 70% correlation with complete hair loss. **However, with the use of the cap, my hair only thinned slightly!**

Today my hair is healthy and strong. After two years of scans, it appears that I am cancer free. I can highly recommend the Elasto-Gel Hypothermia Cap to your customers and am grateful that it was recommended to me.

Sincerely,

Jodi W, Florida

Knowledge IS Power

Wound care is an expansive and elaborate specialty as evidenced by the ever increasing volume of books and journals dedicated to the subject. Keeping abreast of changes with the evidence base is a full time job. Most of us have that challenge **plus** the responsibility for converting that information into applicable tools for others to use.

It is our hope that the Heartland Herald and the information links on our website, www.elastogel.com will help bring evidence based research directly to your desk. If your time and budget will allow you to attend national or

international conferences, the column listing those upcoming events will help you select which works best for you, your schedule, and your budget.

As we move forward, look for more valuable educational tools from SWT. Key posters from conferences will be featured on the website, Continuing Education will be offered in both live web presentations and electronic versions for you and your treatment teams. In addition, SWT has clinical specialists available along with a knowledgeable sales team to support you and your practice.



**Settle in,
Get comfy,
and stay
with us for
a while.**

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