

HEARTLAND HERALD

SUMMER 2014

SOUTHWEST TECHNOLOGIES, INC.

VOLUME 14-ISSUE 2



OSU RESEARCH TEAM TAKES TOP HONORS

The Wound Healing Society's (WHS) mission of improving wound healing outcomes through science, professional education, and communication was realized with the recognition of the contributions made by this elite group of young scientists from The Ohio State University. Out of hundreds of abstracts for poster submissions, only the **very** best were selected for the honor of presenting their research as a podium presentation. These stellar research projects were then carefully critiqued and only the

four most significant were selected for the **highest** honors.

SWT is proud of their partnership with The Ohio State University and appreciates the high caliber of scientists that their research department attracts. Their earlier research on Stimulen® Gel (identified in the research as Modified Collagen Gel or MCG) demonstrate that wounds heal faster when Stimulen® was added as compared to identical wounds treated with standardized therapy.

"Knowing Stimulen® Gel can prompt healing in avascular wounds is a **GAME CHANGER**"

-D Gallagher MS, CWOCN, CFCN

In a second research trial, it was shown that Stimulen® achieved impressive healing outcomes by orchestrating the inflammatory phase. This provided critical knowledge for clinicians.

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southwest technologies inc.

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Upcoming USA Events

SER-WOCN
SEPT 18-20, 2014
MONTGOMERY, AL

29TH ANNUAL
ADVANCES
IN SKIN & WOUND
CARE
SEPT 27- OCT 1, 2014
LAS VEGAS, NV

MIDEAST REGION-
WOCN
OCT 2-4, 2014
CLEVELAND, OH

SAWC FALL EVENT
OCTOBER 16-18, 2014
LAS VEGAS, NV

NEW ENGLAND-WOCN
OCT 23, 2014
DANVERS, MA

AMERICAN COLLEGE
OF WOUND HEALING &
TISSUE REPAIR
DEC 4-6, 2014
CHICAGO, IL

WOUND HEALING
INSTITUTE
APRIL 16-17, 2015
BRANSON, MO

WOCN
JUNE 1-10, 2015
SAN ANTONIO, TX

SUPPORT FOR HOSPICE IS STRONG IN FLORIDA



On May 21-23, over 400 gathered to update their education and skills at the Florida Hospice and Palliative Care Conference. Topics on the theme, “Elevate Clinical Practice to New Heights”, helped prepare attendees to meet the challenges of providing evidence based practice for end-of-life care.

Vicki Drexler, RN, showed how Southwest Technologies Inc. products are perfect in this setting. The proven line of simple, effective products is an ideal fit for cost-effective wound and skin care. Gold Dust® is perfect for managing heavy exudate and odor;

Elasto-Gel™, NectaCare®, and the line of Stimulen® products optimize healing and reduce pain even with patients in palliative care. The entire line of Hot & Cold Therapy is another effective tool in pain management. Pressure relief products like the flat office cushion round out the comprehensive line.

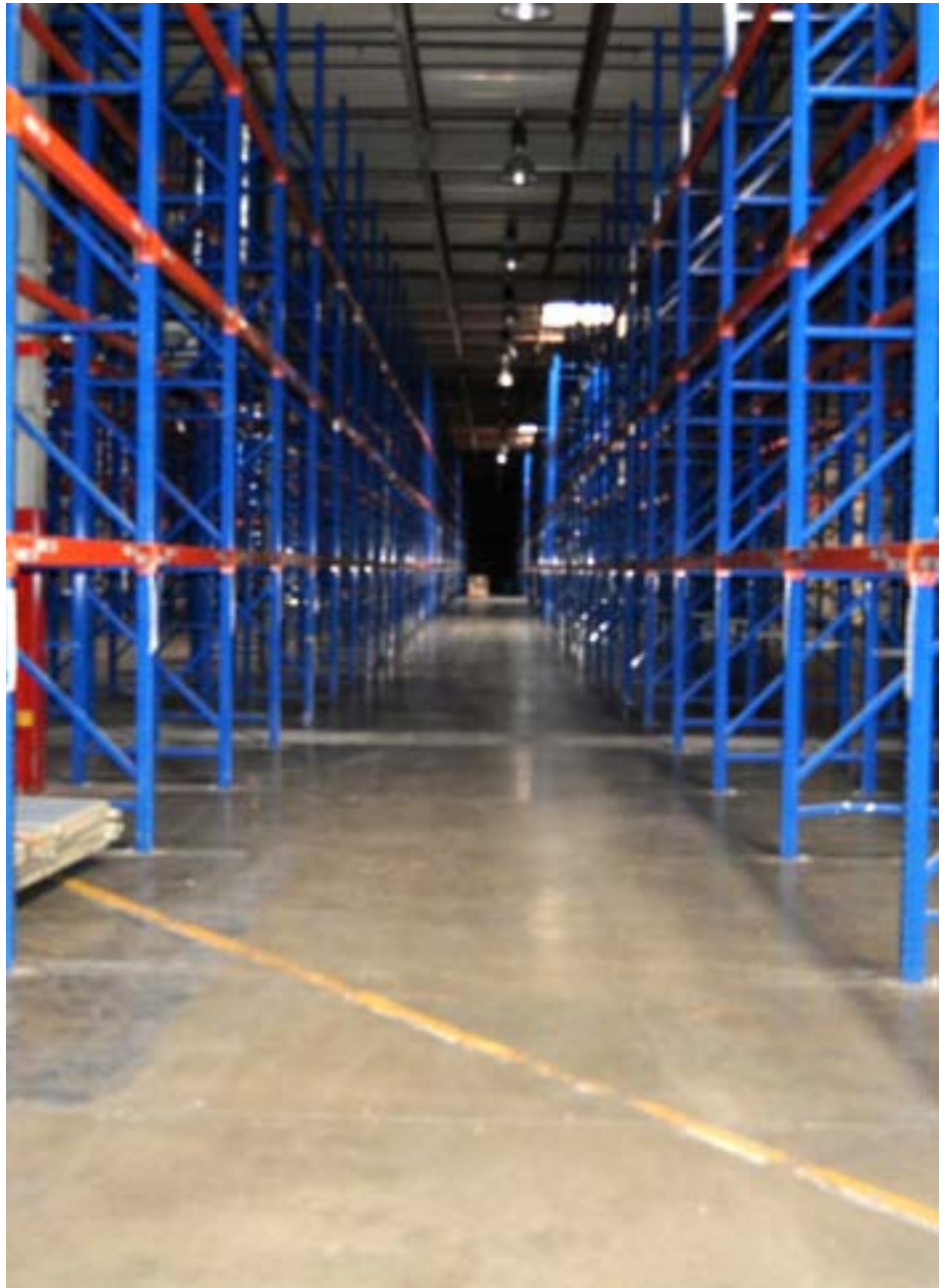
Patty Wilson, RN, Halifax Hospice, Port Orange, FL, was elated to win the cushion give-away. It is PERFECT for the busy professional as well as patients who are at risk of breakdown or dealing with rectal, perineal, or buttock wounds.

SOUTHWEST TECHNOLOGIES EXPANDS TO MEET GLOBAL DEMANDS

Southwest Technologies, Inc. (SWT) has been the lucky recipient of “growing pains”. It is a welcome problem for any company because it validates that there is a burgeoning demand for the products and services that are being offered. As a manufacturing and distribution company, SWT is a bustling hub of activity. Individuals who are visiting SWT for the first time, are routinely amazed at the scope of the operation.

Manufacturing lines for the products that clinicians have trusted for years, Elasto-Gel™, GoldDust®, Stimulen® Products, NectaCare®, and Hot/Cold Therapy share space with lines for a number of specialty products. Along with a rapidly expanding national market, these products have gone international and are being sent to countries across the globe. There is a lot going on behind the scenes at SWT.

The work floor is buzzing with activity from the manufacturing lines producing product, to the shelves in the storage area where the packaged products are continually turning over as supplies are shipped to eager recipients, and shelves are restocked. For SWT, the need to expand is not a new problem. Dr. Edward Stout, CEO, and founder of Southwest Technologies, Inc., shared that this is their third expansion in over a thirty-plus year history. Approximately every 10 years, they have either relocated or expanded their facilities in North Kansas City. Based on current growth projections, John Phillips, President of SWT, issued the following statement. “Southwest Technologies is proud of their continued growth with increasing demands for these amazing products.



We can only hope that this significant increase in floor space will meet our needs as we move forward with our initiative to “Treat the World Well.”

This expansion is a dramatic increase in available space for all aspects of their business. It has solved the immediate need for additional

space for manufacturing, storage and distribution. The expansion from 47,500 square feet to 77,500 square feet has allowed improvements in manufacturing lines and employee satisfaction. In addition, the space will allow the opportunity for new endeavors. As one employee shared, “Just watch us grow now.”

Upcoming Global Events

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

WOUNDS UK
ANNUAL
CONFERENCE
10-12 NOV, 2014
HARROGATE
CENTRE

DIABETIC FOOT
GLOBAL CONFERENCE
19-21 MARCH, 2015
LOS ANGELES, CA

5TH CONGRESS OF
WUWHS
25-29 SEPT, 2016
FLORENCE, ITALY



Symposium Burns and Wounds - Rio de Janeiro 25-26 July 2014
Glauro Cruz (Product Manager - BIOLAB), ET NURSE Mara Blanck
(President Nursing Brazilian Society Burn & Wounds), Eduardo D Lustosa

The International Sales Team along with members of the US Sales Team have been criss-crossing the globe educating clinicians about the benefits of the SWT product line. Their contacts may range from direct marketing calls to trade shows. In addition to the products that are so popular in the US, there are other additions in some international markets. One popular example is Elasto-Gel™ breast pads for nursing mothers, marketed in Brazil as mamere. This same product is private labeled as Soothies® in the US marketplace. The variety of products offered by Southwest Technologies, Inc is amazing. They address nearly every wound and skin care condition that may be encountered. Eduardo Lustosa (pictured above) works in conjunction with James Ford, LJ Lamb, Larry Baratta, and Annie Brossard on sales in the International marketplace.

**“We make a living by what we get. We make a life by what we give.”
— Winston Churchill**

This summer, SWT assisted a graduate student at the University of Arkansas bring the above quote to life. While snow was still on the ground, Niki Engler began planning her summer internship program in Uganda, Africa. Like the seasons, the project warmed and bloomed into an unbelievable garden that will continue to flourish for years to come.

Niki is completing the Masters Program in Sports Medicine under the leadership of Dr. Jeff Bonacci. Dr. Bonacci connected Niki with Diana Gallagher, MS, RN, CWOCN, CFCN, for advice on providing wound care as she began preparing for the trip. Diana recommended that medical products being taken should be limited to those with the greatest versatility. Weight and space limitations were a real constraint but it was also understood that simplicity was going to be critical for those that they would be teaching. Niki's initial goal was to travel to Uganda and teach coaches and trainers first aid and sports medicine for women's athletics. In reality, the secondary gains extended far beyond that primary objective. This summer internship left a forever imprint on countless lives.

Uganda is truly more than a world away from life in NW Arkansas and in the United States in so many ways. More than half of Uganda's population is under the age of 15 – more than any other country in the world. A total of 78% of Ugandans are below the age of 30. The majority of Uganda's population lives in rural settings.



Families are large; on average, every female has seven children.

Opportunities for youth are limited but opportunities for girls are almost nonexistent. Education is available, but the costs of uniforms, supplies, and transportation prevents many from attending school. Health care is challenged with over a 7% incidence of AIDS/HIV along with a host of other bacterial and viral infections. Life in Uganda is filled with countless challenges and an absence of opportunities. It is a country of children, but, there is

hope in the reality that children are impressionable.

Niki's passion for this project, soccer, and the people of Uganda was contagious. It was so contagious that a fellow student, Brittany Santucci, joined her for the amazing experience. Plans were finalized with their host, Majidah Nantandawith, Uganda's National Soccer Coach for Women. Together they planned for their trip. Medical supplies, including a wealth of Elasto-Gel™,

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NectaCare®, Stimulen®, and Hot and Cold Therapy products from SWT, were gathered. These products offered the greatest versatility and would not be affected by temperature extremes. Teaching plans were completed, and personal packing and preparations were made. Shortly after the Spring semester was completed, they were off on their amazing adventure.

During their time in Uganda, Niki and Brittany successfully completed all of their formal goals. Together they traveled around the country and taught first aid to soccer coaches and trainers. They went into schools and instructed physical education classes for students. At the completion of their internship, they provided expert medical care on the sidelines of the Airtel Rising Stars Regional and National Soccer tournaments for both young men and women under the age of 17. Although these are important accomplishments, their success went far beyond their outlined objectives.

In a country where a young woman's exposure to a life beyond that of their mothers and grandmothers was almost nonexistent, Niki and Brittany led by example. Every day they provided a vision of the value of education for women and the reality that there are opportunities for women that extend beyond childrearing. They shared stories about going into schools to teach physical education and only being given access to the boys. Girls were not given access to this special program until Niki and Brittany insisted that girls be included as well. Uganda is a poor country, children in the village where they were based had never had toys or "new" outfits. Niki gathered children's clothing and toys so EVERY child in the village had something special.

A true sign of caring is the willingness to give generously to those in need. Niki Engler, Brittany Santucci, and Southwest Technologies, Inc truly took caring to a new level as they all embraced SWT's mission statement, "Treating the World Well".

TRIBUTES AND TESTIMONIALS

"I wanted to give you an update on my dad's toe. He thinks it actually helped. He is probably the most difficult patient you would ever have. As I mentioned earlier, he had a procedure done to remove gout. After using Elasto-Gel™, he believes it has helped removed the remaining gout because it is draining and it is less irritated and feels better."

Kayla Branaman, M and M Medical LLC, Brentwood, TN

"Linda requested samples of Gold Dust®, and has recently used on patients w/wonderful results. Linda mentioned it has been effective for reducing drainage/bacteria for chronic Venous, and also sacral wound; and currently have two patients that I am using it on and it is doing a remarkable job with both."

Linda Rattine, LPTA, WCC, Out-Pt Rehabilitation Center, NMMC, Tupelo, MS

"We are still using Stimulen® like crazy and seeing unbelievable results. We are seeing incredible results with venous leg ulcers and diabetic foot ulcers. I haven't been this excited about a product in a long time. Two of our doctors are using it on multiple patients. We are having amazing success with both the powder and the gel products. We have been using it often on our most stubborn VLU and DFU ulcers. In my opinion, it works more effectively than some of our skin substitutes. We are still loving your products!" Lori has requested to trial the NectaCare® samples and look forward to her feedback!"

Lori Claxton MS, BSN, RN, CWCN, CFCN, COCN, Harton Wound Healing Center, Tullahoma, TN

"Our first opportunity came when we had a 70-year-old female referred to us for non-healing wound. Patient sustained a wound to her right leg on a car door 3 weeks prior to Dr. Marcus seeing her. She originally was seen in the ED and had sutures placed and then removed 13 days later. The area had not healed. The wound located on the anterior right leg has been present for approximately 3 weeks. Upon initial visit, the original measurement was 6 cm x 1.5 cm x 0.1 cm. Our dressing for patient was NectaCare®, gauze and tape. Patient returned one week later and there was a considerable decrease in wound size. The new measurement was 3.5 cm x 1 cm x 0.2 cm. That is a 22% closure rate in one week on a patient that has had a difficult time healing!

We will continue to monitor this patient along with the others we have on a NectaCare® and Stimulen® Gel protocol. We are currently very pleased with the results we are getting from both products and we hope to share these dressings with many more patients."

Kathy Kaufman, LPN, CHT, Wound Care Nurse, HyperbaRXs at Northside Forsyth, Cumming, GA

southwest technologies inc. Product Spotlight



Gold Dust® was the first product developed by Dr. Ed Stout for Spenco Medical working with Wayman Spence, MD. Clinicians who have been the field of wound care from the early days may remember its first version as Bard Absorption Dressing. The product works as well today as it did when it was initially introduced, over 30 years ago. Key benefits of the product include:

- ◆ Highly absorbent product— 1 packet can absorb up to 300 ml or 100 times its weight
- ◆ For small wounds, only part of a packet may be needed. Highly conformable to all wound shapes and sizes—including deep cavity wounds
- ◆ Because it is conformable, it does not increase pressure to the wound base
- ◆ Easily flushes out of a wound for atraumatic dressing changes
- ◆ Acts as a "SUPER-SMART" dressing by maintaining a moist wound base and preventing maceration of the periwound skin
- ◆ Aids in autolytic debridement
- ◆ Tames a malodorous wound by controlling the levels of exudate and bioburden
- ◆ Works well under compression

Based on expert clinical opinion, like most SWT products, Gold Dust® knows few boundaries. It is ideal for any heavily draining wound such as a venous stasis ulcer. It can also be used on a moderately draining wound. The benefits will include all of the above but because of its ability to maintain moist wound healing and continued absorption over time it will reduce the frequency of dressing changes, cost, and any discomfort to the patient. For more superficial wounds such as a venous stasis ulcer, you can simplify use with the following technique: Mix with tap water and layer mixture in an opened gauze to form a pocket. Place the pocket, seam side up over the wound and secure with a stretch roller gauze and appropriate compression. Another ideal use is heavily exudating wounds that may have otherwise required Negative Pressure Wound Therapy (NPWT). Gold Dust® can manage the volume of exudate without any risk to the patient, alarms, or attached pumps. Some wounds have actually healed faster with Gold Dust® layered over Stimulen® than with NPWT. Another great use for Gold Dust® is for wounds around a stoma. If you have ever dealt with severe irritant dermatitis resulting in a second degree chemical burn round an ileostomy, you know how painful and challenging that can be. One strategy that works well is to use a barrier ring or strip past to form a dam around the affected area, fill the dam with Gold Dust® mixed with water, cover with the ostomy pouch or a secondary dressing like a thin hydrocolloid or Brava® Protective Sheet and then a pouch. The same sort of strategy can be done for peristomal Pyoderma Gangrenosum (PPG). A research poster was presented at WOCN 2013 on the PPG. The results included significantly reduced pain, improved rates of healing, and normal ostomy wear times resulting in a cost savings. You can contact SWT for more information. 816-221-2442

If you have not used Gold Dust®, give it a try. It will quickly become a essential in your wound care arsenal.

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Many chronic wounds are stalled during the inflammatory phase preventing the progression of healing. Under the leadership of Dr. Chandan Sen, critical research on the use of SWT's modified collagen gel, Stimulen®, has repeatedly demonstrated its value in several studies. In each study, Stimulen® was shown to create improved healing outcomes. The initial study showed the overall reduced time to healing, the second study demonstrated why these impressive results were being seen and the most recent study demonstrates that *even in light of avascular wounds, healing is still improved with the addition of Stimulen®.*

These latter two studies were selected for the WHS's top honors.

Wound care is able to advance by providing research that adds to a growing evidence base validating the best options for healing. Dr. Chandan Sen has always pushed the importance of translating laboratory research to the bedside practice and these studies clearly demonstrate that.

Knowing how to jump start a stalled wound provides tools to clinicians that will benefit the lives of countless patients living with chronic wounds. The recognition that healing can be accomplished in poorly vascularized or avascular wounds is remarkable. Revascularization is a first line intervention in this situation, however, not all patients are surgical candidates. This study gives hope to

patients who have had no options other than surgical correction of impaired blood flow or amputation. ***These studies provide more than just hope; they provide the science behind healing.***

For more information on this research, look for the latest issue of *Wound Repair and Regeneration* featuring the article, "A Modified Collagen Gel Dressing Promotes Angiogenesis in a Pre-Clinical Swine Model of Chronic Ischemic Wounds" or contact SWT for the Stimulen Wound Care Guidelines that provide a synopsis of the research on Stimulen®.

SWT: www.elastogel.com
816-221-2442

NEW EDUCATIONAL RESOURCES FOR CLINICIANS

Under the leadership of Lynn Lambert, SWT is now able to offer continuing education **WITH** CE credits. Programs on popular wound care topics, new research developments, and cost containment strategies are in development. These programs will soon be available in print format as well as electronic options. Angie Stout, VP of Global Marketing, shared "For over thirty years Southwest Technologies has brought clinicians and patients excellence in wound care products and innovations. We could not be happier to build on that solid foundation. We believe that providing quality, clinical education is meeting an identified need of our clinical partners."

Southwest Technologies, Inc. is continuing to provide clinicians with the tools to make their professional lives easier. This newsletter, the formal and informal educational offerings that are being prepared, SWT's updated website filled with ready access to research, case studies, and poster presentations from around the world PLUS an educational team are all new benefits for the clinician.

Please share your ideas on what you would like to see offered... SWT is as eager to provide you with answers as it has always been in providing you and your patients with innovative wound care products.