

HEARTLAND HERALD

SUMMER 2016

SOUTHWEST TECHNOLOGIES, INC.

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THE NEXT ERA

Southwest Technologies, Inc. (SWT), a global manufacturing company for innovative wound care products celebrated another great milestone. On May 6th, SWT welcomed dignitaries from across the globe to their home office in Kansas City, Missouri, to celebrate their 35th anniversary. The celebration included a day of valuable education along with a welcome reception and evening gala. Attendees were treated to world-class speakers, the opportunity for take-home continuing educational offerings, networking with the industry's thought leaders, and so much more.

Very few companies have the loyal following that SWT enjoys. Clinicians are fiercely loyal to SWT for their innovative products that consistently provide positive results. Many of the clinicians attending bragged about how long they have used the technologies developed by Dr. Edward Stout, CEO of Southwest Technologies. A significant number of clinicians have used the products for over three decades. That kind of brand loyalty is rare in today's world. When a single company can offer "smart" technologies that are as versatile as they are effective, a bond is quickly formed. With each success story, the strength of that bond increases. But success stories are not simply clinical accomplishments for bragging rights, they are the stories of individuals and their families. Whether that success story is about a diabetic toe salvaged from amputation; a hospice patient made more comfortable; a chemotherapy patient keeping their hair; a chronic wound miraculously healing. These are the stories of individual struggles and thanks to SWT, individual successes. They are

Clinicians are fiercely loyal to SWT for their innovative products that consistently provide results

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southwest technologies inc.

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stories filled with hope for the countless acute and chronic wound patients who will need these products in the future.

Many clinicians shared how they began with a single product as a trial. Their success built loyalty and interest in the other products. As they added expertise with all of the products, several shared that they loved using the products in combination and the amazing synergy that they were seeing. They had learned that individually, and when appropriate, in combination the SWT product line can address the vast majority of acute and chronic wounds. This family of products can replace extensive wound care formularies and save money for facilities. They offer timely and effective skin and wound care management and do so with a reduction in pain. New research shows that they also contribute to preventing chronic wounds from reopening. It is no wonder that SWT has so many loyal fans.

HONORED GUEST

Speakers included clinicians that covered the spectrum. Dr. Samuel Mandelbaum, traveled from his home in Brazil and spoke passionately about the plight of children suffering from a rare and painful skin disorder, Epidermal Bullosa. He and his wife, who is a nurse, founded a camp for these special children. This amazing camp allows children from across Brazil the opportunity to enjoy the fun of being a "normal" kid. They can go swimming and try their hands at arts and crafts and, most importantly, enjoy being with other kids who are just like them. His session left tears in the eyes of many attendees.

Dr. Teresa Kelechi, faculty at the Medical University of South Carolina and NIH researcher, spoke eloquently about the pathophysiology of venous disease and the painful ulcers that can result. She explained that her passion began with her grandfather who suffered from this condition and described the burning sensation that he experienced before the skin ruptured and his plea to find something that might help others. Southwest Technologies products like their Hot/Cold Therapy Wraps were instrumental in calming the inflammation and elevation in temperature that accompanies this condition. Experienced clinicians not only benefit from cold therapy but many also use other SWT wound care products such as Elasto-Gel™, Gold Dust®, and the Stimulen® line of collagen dressings to manage these wounds.

Nancy Morgan, co-founder of the Wound Care Educational Institute spoke about the contributions that SWT has made to the wound care community through education. A leader in healthcare, W.C.E.I. delivers upon their promise to educate about wound care with a focus upon, up to date knowledge, best practice standards, and solutions that render best patient outcomes. Nancy Morgan, RN, meets the nurse face to face in educated conversation presentations that engage and motivate. SWT in collaboration with W.C.E.I. will mark a new era in wound care therapy by sharing the best of each as a resource across the spectrum of healthcare delivery.

Traveling the farthest to attend the celebration of 35 years in business was Dr. Harikrishna K. Ragavan Nair. Dr. Nair is responsible for the entire wound care team at the Kuala Lumpur Hospital in Malaysia. In addition, he publishes extensively and lectures throughout the world. He shared a series of challenging cases from his current wound care project that is investigating the impact of the periwound tissue on wound healing. He has been a fan of SWT products for decades and uses them extensively in his practice. He shared that not only do these products provide great healing, they do so quickly with reduced pain, fewer complications and are easy for everyone to use.

Dr. Chandan Sen has had a professional and personal relationship with Dr. Stout and SWT for years. Under his direction, a number of ground-breaking research studies have been completed. In 2013, his team from The Ohio State University presented their research with a SWT product that earned them top honors at The Symposium for Wound Healing. Dr. Sen used his talk to offer



Dr. Samuel Mandelbaum



Dr. Theresa Kelechi



Nancy Morgan



Dr. Harikrishna K. Ragavan Nair



Dr. Chandan Sen



Diana Gallagher

a touching tribute for Dr. Stout. He recognized the contributions that Dr. Stout has made to the science of wound healing but more importantly the tremendous heart that he has maintained in his personal mission to "Treat the World Well".

Diana Gallagher, a long time fan of SWT products, addressed the challenge that clinicians' face with maintaining competency in selecting wound products. From a handful of products in the early 1970's, the number of wound care products that are available today is staggering. Every clinician strives to choose the best product for a patient's condition but may be challenged when a product is not on formulary or too expensive to obtain or too difficult to use. Although some would say that an ideal dressing does not exist, Ms. Gallagher challenged the audience that based on the criteria for an ideal dressing, Elasto-Gel™ not only met but exceeded the requirements. She also included a valuable review of individual products and the amazing synergy that can be created when products are used together.

ASK AN EXPERT

Dr. Harikrishna K.R. Nair KMN and Dr.Chandan K. Sen presented at the Southwest 35th Anniversary on their past and current research using Modified Collagen (Stimulen Gel and Stimulen Lotion). These world renowned researchers teamed up with inventor, Dr.Edward Stout to provide evidence based medicine and MOA (mechanism of action) on his products.

Dr. Chandan Sen, The Ohio State University

Dr. Chandan K Sen is the John H and Mildred C Lumley Professor of Medical Research at the Department of Surgery. He is also the Executive Director of The Ohio State University Comprehensive Wound Center and Director of the Ohio State University's Center for Regenerative Medicine & Cell Based Therapies. Dr. Sen is Associate Dean for Research at The Ohio State University Wexner Medical Center. After completing his Masters of Science in Human Physiology from the University of Calcutta, Dr. Sen received his PhD in Physiology from the University of Kuopio in Finland. Dr. Sen trained as a postdoctoral fellow at the University of California at Berkeley's Molecular and Cell Biology department. Currently, Dr. Sen is a Professor and Vice Chair of Research of Surgery. Dr. Sen's current research on tissue injury and repair is split into three programs: stroke, post-infarction myocardial remodeling and cutaneous wound healing. He is a PI of several projects including multiple clinical trials. His research has been continuously extramurally funded by prestigious agencies such as five different institutes of the National Institutes of Health, US Department of Defense, US Department of Veteran Affairs and the industry. Dr. Sen serves on the editorial board of numerous scientific journals. He is the Editor in Chief of Antioxidants & Redox Signaling. (www.liebertpub.com/ars) Dr. Sen and his team have published over 300 scientific publications. He has a H-index of 77 and is currently cited over 21000 in the literature.

Dr.Chandan Sen presented Collagen in Wound Healing. His relationship began several years ago when Dr. Stout wanted to keep improving the healing power of his products. Dr.Sen stated that all of SWT products stand on their own merit without further research however Dr.Stout wanted to further enhance his healing and helping patients. This type of research is the gold standard for evidence based medicine, you must show the MOA (mechanism of action).

Study I: A series of wounds was created on a porcine model to look at the MOA using Modified Collagen (Stimulen Gel). Key observations during wound healing was the Rete Ridges (they give stability to the skin so you don't have recurrence) and inflammation. No wound can heal without inflammation but inflammation must be resolved in a timely manner. Stimulen mounts the inflammation needed to heal the wound but also drops it quickly. Blood flow was increased to the wounded area and scarring diminished. Stimulen provided all the elements to have the body produce all it needs to heal a wound.

Study II: Stimulen was placed on a porcine ischemic flap model. This study was published on the front of Wound and Regeneration. This journal is the official journal of the Wound Healing Society. Dr.Sen stated everything he found in Study 1 was

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Upcoming USA Events

Wild On Wounds Societies
Aug 31- Sept 3, 2016
Las Vegas, NV

SAWC Fall Conference
Oct 7-9, 2016
Las Vegas, NV

Mid- Atlantic - WOCN
Oct 28 - 29, 2016
Richmond, VA

Mid-East WOCN
Sept 29 - Oct 1, 2016
Louisville, KY

Mid-West - WOCN
Sept 15-16, 2016
Johnston, IA

NorthEast - WOCN
November 11 -13, 2016
New York, New York

SouthEast - WOCN
Aug 25 - 27, 2016
Greensboro, NC

demonstrated again in Study 11. Many companies have isolated macrophages to make a gel and place it back on the wound however it looks like the Stimulen Gel; is stimulating the body's own macrophages. Since the study was done on an ischemic wound he found a higher level of vascularization which brings blood flow to the wound. He states it is not enough to see vessels because you could have leaky vessels and thin walls. Both the vessels and the wall showed improved quality. His research has found the exact pathway of how it works and this brings even more credibility to the company and enables them to develop new products or enhance their current product line. Other studies are underway so stay tuned!

Dr. Harikrishna K.R.Nair KMN
MD, OSH(NIOSH), OHD(DOH), CMIA(MAL), CHM(USA),
ESWT(Austria, Germany)

- PG in Wound Healing and Tissue Repair (Cardiff, UK) • Head, Wound Care Unit, Dept. of Internal Medicine, KLH • Wound Care Coordinator, Kuala Lumpur Hospital • Chairman, Pressure Injury Prevention Committee, KLH • Founding President, Malaysian Society of Wound Care Professionals, • President, Malaysian Biotherapy Society, • Vice Director, Asian Academy of Wound Technology (AAWT) • Stream Planner and Speaker, World Union of Wound Healing Societies • Member of the National Technical Committee on Wound Care MOH • Editor of the Wound Care Bulletin • Member of the ASEAN Expert Group Plus on Diabetic Foot • Faculty member of NADI • Member of the Asian Wound Care Council

Dr.Nair started his presentation by emphasizing that Asia believes in education. At the end of the day it's the legacy we leave behind that is important. Do we want to be known for wound care, inventions or the affect we have on patients. Diabetes is becoming a world epidemic. Malaysia has 20% Diabetes so they are seeing a large number of diabetic foot wounds. In Malaysia every single hospital with specialist must have a wound care team and a wound care committee. This is mandatory by the government. Dr.Nair practices at one of the largest and oldest hospitals in Southeast Asia. Hospital Kuala Lumpur is a 2500 bed facility with 11,000 staff members, 30 clinical departments and 85 wards. The facility dressing inventory includes Gold Dust, Stimulen Gel and Stimulen Lotion. Over the years Dr.Nair has completed many research studies involving Southwest Technologies Products. His current research is titled " Pilot Study Evaluating the Efficacy of Modified Collagen with Glycerin in PeriWound Skin Management. The study launched last year and will be sent to the International Wound Journal for publication. Dr.Nair developed the first PeriWound Classification. This classification looks at grade, type and description of the periwound. He stated that to date there is nothing in the world that looks at the periwound. He launched the Periound Classification last year at the International Conference which was attended by 34 countries and has been sent for publication to the International Wound Journal.

- His study is showing that managing the periwound is also closing the wounds. The methodology used in his study is to apply Stimulen Lotion all over the entire wound and periwound area in the clinic and then have the patient apply it at home. Some of his patients had a 30 year wound history. He recommends looking at the TOWA which is the Triangle of Wound Assessment. Most clinicians only manage the wound bed. We need to recognize the at risk conditions and manage the entire wound area. Remember, keratinocytes need to migrate in the wound from the surrounding periwound in order for the wound to heal. Preliminary findings from the research trial shows Modified Collagen with Glycerin (Stimulen Lotion) is effective in the management of periwound skin and possible faster healing. The study is on going.

Upcoming Global Events

Global Wound Care
Conference
August 27-28, 2017
Houston, Tx

World Union of Wound
Healing Societies
Sept 25-29, 2016
Florence, Italy

Inaugural Wounds
Australia Conference
Nov 9-12, 2016
Melbourne, AU

Pressure Ulcers Summit
Dec 7, 2016
Manchester, UK

Eliminating Heel Pressure Ulcers
Oct 5, 2016
Birmingham UK

Management of the
Diabetic Foot
Oct 12-15, 2016
Pisa, Italy

CLINICAL CORNER

Dr. Teresa Kelechi presented Dr. Ed's "cool design" for Wound Care at the 35th Anniversary Celebration of Southwest Technologies.

Her connection with SWT began in the 1990's when she saw Dr. Ed Stout's hot and cold therapy in the Sky Mall Magazine. She wanted to find a way to help people when they said their legs felt like they were on fire. So began her life's work on utilizing cold therapy and infrared technology to help prevent Venous and Foot Ulcers.

In her early work she found out how to measure skin temperature. The work showed that patient's with Venous Disease have a 2-4° higher skin temperature in their inflamed area. This finding lead her to question if we could measure skin temperature using a thermal image to get a visual idea of what is happening in the inflamed area. Venous Disease has a higher blood flow because in the blood vessels the red blood cells get trapped and can't move out into the main circulation so they just spin around. Everything is always moving in our body so the red blood cells are trapped in the blood vessels and they don't go anywhere so they keep hitting against the blood vessels and eventually the blood vessels open up and get into the skin. The skin gets harder, itchy, red and very fragile. This is where she hoped cooling the area would help. Her goal with the cooling therapy was not to cure anything but to have one more additional thing that people could do to help their quality of life and maybe prevent an ulcer. Thermal Imaging is becoming a new way of evaluating circulation in different parts of the body. She is using skin temperature measurement to help people self monitor and self manage using evaluated skin temperature as a vital sign to cool the skin. The goal is to prevent a skin ulcer. Her research was to determine if self monitoring skin temperature is useful to predict leg ulcers. Her findings showed skin temperature was higher, blood flow was higher, oxygen in the skin was lower and the blood pressure in the skin was higher. She felt the need to show that Venous Disease has very similar complications as Arterial Disease. She used infrared technology in several studies to identify patient's hot spots and had patients do their own self monitoring. These patients may or may not have an ulcer. Once the patient's hot spot has been determined they mark the patient's skin with a dermal pen and tell the patient where to measure their skin. The skin temperature was tracked over time. She found that even a 2°F change over a couple of days was an early signal that patients were prone to develop ulcers. All she ever wanted to do for her patients was to measure changes over time and if their skin temperature goes up determine what are we going to do about it? Her answer was to cool the skin. Dr. Ed gave her cooling wraps to use in the her first clinical trial. Her trial found that the skin blood flow was reduced but it did not change the skin temperature. She asked her patients about their quality of life and pain. Patients stated they were able to walk better, sleep better and felt better. So in summary there was no temperature change but blood flow did and that is the hallmark of her current work.

Her next study was a randomized trial. She contacted Dr. Ed about the cooling design and he designed the cooling cuff. The cuff was designed in such a way that patients could wear it laying down and elevating their legs. She did a randomized trial over 4 years however her findings were no different in the 2 groups, cooling or placebo. She feels the study failed because every aspect of the study was set up for the patient to succeed.

She went back to the National Institute for Nursing Research for more funding to do a Pragmatic Study (a study asking whether an intervention works under real life conditions).

Her new study is using the cooling pack on only newly healed ulcers. She is identifying their hot spots and asking them to wear their compression stockings, shoes and elevate their legs. She is excited to see if the cooling will prevent ulcers in some patients. She knows it won't work for all of them but it may support her Mantra " You aren't finished with your life's work until you change health care policy or develop a process or a product that will change the lives of the patients for whom we care. "Herman"

PAYING IT FORWARD

THE POWER OF 902 STEPS

By Trish Carcopa/ B.A Health Care Management/ Allied Health Occupations Educator

ALONE we can do so little: TOGETHER we can do so much...
Always in life an idea starts small and can gain momentum when like minded people gather to nurture the idea into the **START OF SOMETHING BIG!!**



The **BIG IDEA** came together in mission and collaboration with The American Lung Association and Southwest Technologies of Kansas City Missouri. A **GRAND TOTAL** of 455 registered and participated to support those who are impacted by lung disease.

NEVER TAKE BREATHING FOR GRANTED!

Some made the climb in memory of those who have lost their battle with lung disease, others to support the present fight and all in message that we care and will continue to show up and stair up for the investment in better health.

Southwest Technologies an international manufacture of wound care products with the motto of "Treating the World Well" took the challenge outside the office, clean lab and physical plant into the community with team-

Oxygen SWT.

Giving of their personal time they gathered at dawn, stretched, flexed and called on their lungs to inhale and exhale from their first step to the top of the climb at 902 steps or 42 floors. Karen Moss - Cindy Belt - Co-Captains lead the way to the start line-up, along with Shirlene Oliver Phillips Family of John, Cathy, Kyle and Tara, Rounding out team OXYGEN SWT was Jeremy Bledsoe with family Angella, Brenna and teen friend Camilla. Everyone stepped up for those who have battle scars, those still meeting the challenges and in memory of those who have been lost due to lung disease. Camera couple Cathy and Dennis Moyer captured the quote of Henry Ford: "Coming together is a beginning, keeping together is progress and working together is success."

Dr Ed Stout and Angie Stout realizing these facts: That lung cancer takes more lives every year than breast, colon and prostate cancer combined Along with that nearly 4000,000 people in the U.S are living with lung cancer. Together they made the choice to advocate these facts and take up the cause in work and charitable action.



Breathing life into our Mission and Message.

THANK YOU SOUTHWEST TECHNOLOGIES FOR YOUR GENEROUS GIFT TO ScholarGiving

ScholarGiving is a 501 (c) (3) non-profit, 100% volunteer driven organization that was formed in 2013. The organization was formed by scholars of Columbus, Ohio. The goal of the organization is to help needy scholars in the US and India. ScholarGiving provides a platform for volunteers that are scholars to help other scholars. The Columbus metropolitan area is home to The Ohio State University (OSU). ScholarGiving serves the student community in different capacities (transportation, counseling, financial assistance, etc).

Your support is helping Purbachal Ananda Foundation, an orphanage in India, West Bengal. The orphanage is home to 32 homeless scholars (most of whom are abandoned or orphans). The orphanage sought the help of ScholarGiving to set up proper drinking water. Southwest Technologies answered the call. We acknowledge your continued support towards our activities and especially your support of the orphanage as they are a facing drinking water crisis. Thank you so much for your generous gift and helping to change the lives of these future scholars.



TESTIMONIALS & TRIBUTES

For all you do. Words can't express how thankful I am for the wound dressing "Elasto-Gel". My large skin tear wound on my left shin was 6x4 inches, it was so amazing to watch it get smaller every day. I have been sharing the news with the doctors in my area and hope for their patient's sake that they start using Elasto-Gel for all wounds. Thank you and Diana Gallagher, MS, RN, CWOCN, CFCN

Sincerely,
Virginia Benefiel, RN

*Hi Ed,
Just a note to say that I am personally grateful for Stimulen Amorphous Gel this week! Got a spider bite over the weekend that turned bad, but Stimulen was the game changer.
O Great Medicine Man!*

Randal E.Pratt

My sister is a pharm rep and lives in Olathe. She sent me a sample of stimulen derma conditioner and one of your business cards. WOW. I love it!!!!I am amazed at the difference in my skin.....and so quickly.....Please please tell me how I can order some!!!! Thank you!!!

Mary Kyle

*Good Morning!!
I have been using the sinus mask since the conference and it's been amazing. I have had 2 headaches since then and they went away in no time. I also have horrible allergies and normally I have to go to the doctor for sinus infections several times a year. I know the antibiotics are not good for me but they never seem to go away on their own. So far, using the heated mask 2 times a day has cleared my sinuses and kept me out of the doctors office! I take it to work with me and use it during my lunch hour. It is so relaxing to just heat it up and take a break from my job. I show people my mask every chance I get and let them know what great results I have had with it. Thanks so much Angie. You are the best.*

Monica Speak

*I received the Elastogel knee wrap in the mail last week and it is already making my knee surgery recovery tolerable.
In the box when it arrived was one of your brochures and here is the reason I am writing. I was so impressed with the professionalism of the brochure and layout that I have to ask. Do you use an advertising company to produce your brochures or is it done in house. It is so hard to find a good company if you use an outside company. I would like to use them as well for my company here in New York (creditfacts.com). Thanks for listening and hope to hear from someone soon.*

Charlie Katz

My wife, Lauren just had her left knee replaced at the Boswell Hospital's Therapy Message Center. They were using Elasto-Gel Products and we were so IMPRESSED with how well your product worked that we bought one for her! Thank You!

Timothy Harbert

southwest technologies inc. Product Spotlight



Elasto-Gel™ **Hot & Cold Therapy Products**

Southwest Technologies, Inc. is the manufacturer of Elasto-Gel™ therapy products. Our line consists of over 40 different shapes and sizes so we can best fit each person's special need. Elasto-Gel™ products may be used for either hot or cold therapy and will not leak if punctured. When heated, products provide moist therapy heat and when used cold, products provide soothing cold without causing trauma to the skin or nerves. In addition, when used cold, the products remain soft and flexible even at -20F°. The products will not dry out, become hard or change form and are re-useable. The products have the ability to conform to all contoured areas and move with patient movement. Products are covered with a four-way stretch material that allows maximum conformity, heat transfer and comfort.

- **Therapy wraps can be used hot or cold and provide moist heat or soothing cold**
- **Stays hot or cold for 20-40 minutes**
- **They are covered with a four-way stretch material which allows maximum conformity, heat transfer and comfort**
- **Remains flexible and soft at temperatures as low as -20°**
- **Does not leak, even if punctured**
- **Can be heated in a microwave or conventional oven**

