

Richard Wolf News

Reach the Unreachable....

02/2015



The first articulating forceps for
rigid bronchoscopy

Also in this issue:

- TIP CONTROL FORCEPS
- BUILDING HEALTHCARE EXHIBITION MIDDLE EAST
- SUCCESSFUL EVENT IN CHINA
- SUBSIDIARY COMPANY MEETING IN KNITTLINGEN



Dear business partners:

As you all know we transitioned to our new RIWOLOG Logistics and Service Center over the last couple of months. During this time we often had to inform you about extended delivery times. This was the direct result of "GO-LIVE" for the RIWOLOG Logistics and Service Center. A completely new IT system in warehouse management combined with many new, unfamiliar processes led to a delivery backlog and shipments experiencing significant delays. We are aware that this is unfortunately common in projects like this, and accordingly we provided you, as our partners, with advance notification of the position. However, we would still like to express our regret for these inconveniences. At the same time, the good news is that RIWOLOG is now operating at full power, and when goods are available they can be shipped within one day. After having mastered this challenge, we intend to concentrate on proactive marketing of our highlight products during the second half of 2015. The Video Ureterorenoscopes – COBRA and BOA vision, the 3D HD Systems and naturally **core** nova. We are very excited about the immense demand for these products that you have generated in your markets. Production is running accordingly to be able to meet all market requirements.

Together with you as our partners, we are going into the second half of the year with an optimistic outlook. Let us join forces and continue to GROW. PROFITABLY. TOGETHER.

Yours,

Jürgen Steinbeck
Managing Director

3 Innovations / Market Launch

- Tip Control Forceps



4 News from America

- American Sales Meeting
- American Urological Association (AUA)
- Congresso Brasileiro de Coluna (CBC)



5 News from Europe

- 56th Austrian Surgery Congress in Linz
- ENT Camp in Knittlingen
- Glasgow



6 News from Asia + South America

- **core** Sales Training Sessions
- Building Healthcare Exhibition Middle East
- Sales Meeting in Bangkok
- Another successful event in China



7 News from Headquarters

- Subsidiary Company Meeting



8 Meeting Points

- Congresses and workshops



TIP CONTROL FORCEPS



The removal of certain pathologies, such as exophytic* tumors, granulation tissue or metal stents in the bronchial system is often challenging for bronchoscopists. Current methods use conventional, straight, rigid forceps, including optical forceps, and sometimes only allow the user to grasp the outer margins of the desired pathology. The only way to better grasp out-of-reach tissue is to steer the tip of the rigid tracheoscope or bronchoscope to gain better access to the tissue. This led Richard Wolf to develop special forceps that allow users to articulate the tip of the instrument for better access to the desired pathology. Three jaw types are available to cover a wide array of indications. Each type is a masterpiece in both build and function. The new articulating forceps were created to meet the needs of today's interventional bronchoscopists and come in three different jaw types. They were designed especially to complement the TEXAS bronchoscopy system, which offers the user to work under direct endoscopic visualization.

TIP CONTROL Biopsy Forceps

This distally articulating forceps is equipped with a fenestrated oval cup biopsy jaw. The fenestration allows continued visualization of further structures while the jaw is in the articulated position. This forceps is specially designed for tissue removal in hard-to-reach areas, for example in the tracheal wall. Often challenging for bronchoscopists is to properly reach and remove

granulation tissue or invasive tissue around metal stents. The articulating jaws of these forceps allow the bronchoscopists to access these challenging areas with greater ease.



TIP CONTROL Grasping Forceps

Either for foreign body removal or the removal of stents, this forceps offers many possibilities with optimal flexibility. The jaws feature durable construction and a rifled grasping surface designed to withstand and ease the often tedious removal of metal stents that become covered with granulation tissue without slipping. Metal stents often need to be removed and replaced due to changes in the patient's airway. The removal can be difficult and the articulating tip of these



forceps provides targeted removal of the tissue poking through the weave of a metal stent, which can then be easily extracted from the patient.

TIP CONTROL Scissors

The TIP CONTROL scissors are the first and only articulating hook scissors on the market designed for cutting nickel titanium stents. These stents can be very difficult to remove and these scissors are the perfect tool to cut them apart for removal with the TIP CONTROL grasping forceps. Never before has it been so simple to remove such stents – all with a tool that users have been



seeking for years. The cutting blades are also specially reinforced so they remain sharp over a long period of time. With the articulating tip, the user has the ability to hook the scissors into the weave of the metal stent and precisely cut it apart.

Raimund Halder

2nd Latin American Sales Meeting



Our 2nd Latin American Sales Meeting took place in Santiago de Chile from 13 to 17 April 2015. More than 40 participants from all over Latin America attended a successful meeting with the main focus on implementation of the RW strategy in local markets. After a warm welcome by Mr.

Heffner and introduction of the amended corporate strategy, we continued with the distributor presentations. In the afternoon, Mr. Schäfer took to the podium and presented our imaging innovations. Our training on the following day was continued by Mr. Gillé, Mr. Klostermann, Mr. Göthel

and Mr. Crow. This year, hands-on sessions were offered covering all our specialties and they provided a highlight for the participants.

Our workshop for Latin-American urologists led by Mr. Gillé provided another outstanding success. Nine leading physicians from Argentina and Chile took part and they were extremely impressed by our products. We also had an opportunity to build up new relationships with these Key Opinion Leaders as multipliers in the local markets.

The intensive training sessions were a great success and we would like to express particular thanks to our Chilean distributors ATM and Arquimed for their support.

Lisa-Maria Kraus

American Urological Association (AUA)

The annual American Urological Association (AUA) meeting was held at the Ernest N. Morial Convention Center in New Orleans, LA, from 16 to 19 May. More than 11,600 national and interna-

tional attendees made the AUA one of the high-light events for Richard Wolf in 2015. Our main aisle booth measured 20' x 30' and visitors made the most of the exhibits by getting

hands-on experience with key products such as the Digital Ureterorenoscopes – BOA vision and COBRA vision, the Shark Resectoscopes, the Piranha Laser Enucleation System, along with the

Logic HD system was shown at each station and on a mobile Video Cart. Once again, the system received constructive feedback and positive compliments.

On Monday evening, we celebrated the launch of the BOA vision and COBRA vision digital URS with an exclusive round-table meeting for surgeons at the Court of Two Sisters located in the historic French Quarter. A big thank you goes to the sales representatives for inviting their key surgeons to attend this event.

Overall, Richard Wolf had another outstanding presence at this year's AUA with over 157 leads collected, and very special thanks go to everyone who was involved in making this event successful. We look forward to next year's AUA which will be held in San Diego, CA, from 6 to 10 May.

Christian Zimmer



3.5 mm Eragon lineup. We also presented the new Mini PCNL system which generated a great deal of interest among surgeons. This will undoubtedly be a key product in the near future. Our ENDOCAM

demonstrated full-endoscopic techniques. Leading spine surgeons from Brazil such as Prof. Roth Vargas, Prof. Carlos Drummond, Prof. Marlon Sudario, and Prof. Daniel Ghedini supported this event with outstanding lectures, making this workshop a great success.

15th CBC - Congresso Brasileiro de Coluna

The 15th Brazilian Congress for Spine Surgery was held from 19 to 21 April 2015 in Belo Horizonte. Physicians from all over Latin America participated in this important event. On Saturday 18 April, our Brazilian distributor Labor-Med organized a pre-congress workshop at the University Hospital of Minas Gerais with more than 120 participants.

Dr. Martin Komp, spine surgeon at St. Anna Hospital, Herne/Germany, and R.Wolf KOL

Labor-Med was the Gold Sponsor for this event and the professional marketing therefore profiled the R.Wolf brand – including an impressive R.Wolf booth – throughout the conference area.

170 Latin American surgeons attended the R.Wolf lunch symposium on Monday.

The CBC was a great success and generated a number of important contacts interested in full-endoscopic techniques and R.Wolf VERTEBRIS instrumentation.

We would like to thank the entire team of Labor-Med for this excellent performance, especially Mr. Rodrigo Orneles.

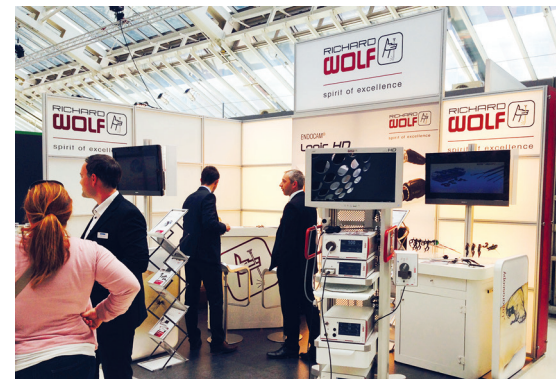
Lisa-Maria Kraus & Nadja Winterhalder

56th Austrian Surgery Congress, Linz

From 03rd to 05th June the "56th Austrian Surgery Congress" took place at the Design Center in Linz. For the second time Richard Wolf Austria was present with a 12sqm booth and a complete video tower system. Despite the high temperatures in the exhibition hall we took a lot of good quality leads. The customers had been especially interested in the LOGIC HD Camera and the ERAGON laparoscopic instruments, which had been shown first time in the whole range from 2 to 10mm. Also the KeyPort flex System for the

TransAnal Minimally Invasive Surgery (TAMIS) was shown as a highlight at our booth. First time ever an "Innovation Symposium" was organized by the industry as part of the scientific program. Ten selected companies had the opportunity to present in 15min time slots new technologies and innovative products. Andreas Embacher, specialist for video and integration at Richard Wolf Austria, introduced the **core** nova OR Management System to interested surgeons.

Mario Wunsch



ENT Camp



In May 2015, the Richard Wolf ENT Product and Marketing Management team held the second annual ENT Camp at the Prima Vista Academy in Knittlingen. The event welcomed more than 30 delegates from Richard Wolf's worldwide subsidiaries

and distributors, alongside internal employees from the sales team, for a three-day, intensive training program focused on the specialties Otolaryngology, Pulmonology and Thoracic Surgery. Trainees received instruction and were supported by extensive hands-on sessions with training models enabling them to gain a better understanding of how Richard Wolf's products are used in a clinical setting. The highlight of the event was a live cadaver dissection and a one-on-one Q&A session on sinus surgery with Professor Christian Sittel, Director of Otolaryngology at the Klinikum Stuttgart. The primary goal of the ENT Camp is to provide our sales colleagues with the fundamental product and application knowledge necessary to increase their sales efficacy. The camp served as a platform for

exchanging ideas with the marketing team. Collaborative activities, including requirements for conferences, workshops and sales support, were also discussed in relation to markets and regions with the objective of reinforcing the overall relationship between sales and marketing. Focused training with our sales teams empowers us to reach our long-term customers, exceed our sales goals, advance the overall brand presence of Richard Wolf ENT and expand our market share. Plans for a 2016 ENT Camp are already underway and we look forward to welcoming our sales partners from around the globe for another successful training opportunity next year.

Derek Crow

Glasgow

In March this year, Richard Wolf UK Ltd was awarded the Tender to supply 5 **core** nova Theaters to the New Royal Hospital for Sick Children in Glasgow.

Our success was achieved by members of our team adopting an integrated approach and working hard to ensure customers knew we were determined to deliver a service that suited each of their needs. Surgeons required high-quality images, nursing staff wanted a system they could understand and use intuitively, Procurement needed good value, IT was after a system that could interact with their existing systems, and Clinical Physics needed a product they could easily maintain. Richard Wolf was able to provide all of these. Bryan Fernandez, Tony Horton, Robert Cole, and Rosie Hood all made a fantastic contribution to our success in this project. They deserve a big round of

thanks for their efforts.

We took some of the surgeons and nursing staff to our Prima Vista Centre in Knittlingen. The primary motive was for them to experience the **core** nova System installed there. They were also given an opportunity to visit our factory and see our staff at work producing the equipment they will be using. This venture was an outstanding success. The customers were enthusiastic about their visit and were very keen to take installation forward. Mr. Sabharwal is now planning to establish a training center in the new hospital, modelled on Prima Vista. We are at the start of the process to make this happen. The system is already in use, and the customers are delighted with the ease of use and image quality. Installation is an ongoing process, some architectural work still has to be carried out by our partner company, but we will soon be fully functional.



John Docherty

Malaysia & Ecuador: *core* Sales and Service Training Sessions



Two *core* nova Sales & Service Training Sessions took place during the first half of the year. The first *core* nova Sales & Service Training Session was held in Puchong, Kuala Lumpur (Malaysia) from 22 to 24 April 2015 and we were able

to welcome delegates from all over South America. From 29 June to 2 July 2015, the *core* Sales & Service Training was held in Puchong, Kuala Lumpur (Malaysia) for our representatives from Asia. The four-day program was divided into the areas of Sales and Service. Donald Smolin provided training for service activities during the first two days. The delegates found out everything about function, operation, and cabling for cameras and endoscopes. They were also inducted in the basics of *core* nova.

On the third day, Timo Haller led the sections on *core* nova advanced and sales strategy. Key elements of this training were the hands-on training, compatibilities, and *core*.portal. On the final day, all the representatives presented their sales targets for 2015. Requirements and strategies were



defined during a workshop so as to achieve the planned targets.

Axel Keller

Building Healthcare Exhibition Middle East



Building Healthcare was held at the International Convention & Exhibition Center in Dubai, from 8 to 10 June 2015. The exhibition showcased 150 exhibitors and 6,500 attendees from more than 45 countries and the trade fair provides a key

platform to discuss new healthcare projects, share best practice in design, construction, source technologies, and services. It offers important opportunities to build relationships within the healthcare industry and improve operational efficiency in hospitals.

Richard Wolf's complete digital OR integration system *core* nova was presented at the exhibition. Richard Wolf devices, operating table and room camera were connected with the central control station by a network to create a live demonstration media for providing professional video routing and documentation functionalities.

Our project teams from Headquarters and the Middle East Office were on site to support our clients efficiently.

Visitors were able to operate two control stations simultaneously. They carried out image and

video management with the surrounding monitors independently and took control of the medical endoscopic devices.

Today, this technology offers our customers a more comprehensive solution which brings computing power to the new operating theater and improves training, quality of surgery and prevents unexpected failures.

We are delighted to receive positive feedback from our visitors and customers to make our business more successful.

We would like to thank all our guests, visitors and distributors who visited us to find out about the latest news on our company and products during the three-day event

Ali Wasfy

Sales Meeting in Bangkok

From 22 to 26 June 2015, we held the second Sales Meeting for our Asian distributors in Bangkok, Thailand. We were delighted to welcome over 50 attendees from more than 13 Asian countries. We opened the event with an outline of our company strategy and this was followed by presentations from our distributors who shared their success stories in the individual markets with all of us. During the next 5 days, our specialists from Product Marketing gave presentations and held

training sessions relating to our focus products in the various disciplines including lectures and daily hands-on practice with training models.

All the delegates were highly motivated and our distributors participated proactively in the activities. All the sales staff spent an inspiring week discussing common strategies and exchanging ideas for the successful development of our business.

Lena Göthel



Another successful event in China

This was the third time Richard Wolf was represented at the Chinese CMEF, the largest exhibition of medical equipment, related products and services in the Asia-Pacific region. It is held twice a year and covers tens of thousands of products such as medical imaging, in-vitro diagnosis, electronics, optics, first aid, rehabilitation nursing, and medical information technology. In May of this year, the exhibition was hosted at the brand new exhibition center in Hongqiao, Shanghai.

Our impressive booth attracted the attention of many visitors and fellow exhibitors alike due to the outstanding location, dimensions, and layout.

We joined forces with our Chinese distributors to display our established bestsellers and our latest product innovations in the field of Urology, Gynecology, General Surgery, ENT, and Orthopedics.

The phenomenally high level of interested



visitors at our booth served to confirm the importance of the medical industry in China. A burgeoning middle class with the financial means to invest in their health and the new Chinese Government making major investments in the healthcare system are the drivers for consistent and stable growth.

The next CMEF will be held in Wuhan from 18

to 21 October 2015. We will be presenting our innovative product **core nova** in China for the first time at this exhibition. This system provides a network-based, fully integrated solution for the management of operating rooms.

Andrea Lorenz & Carolin Frey

Subsidiary Company Meeting in Knittlingen



The annual Richard Wolf Subsidiary Company Meeting was held in Knittlingen from 6 to 8 July. Delegates included the managers of our subsidiary companies and HUBs from all over the world. The 3-day program was lively and diverse. Presentations were given on company strategies and various sales approaches. The managers themselves had each prepared a presentation for their country with the aim of reporting on the local business situation and business successes. A highlight of the meeting was the day workshop on the development of new business models. A

number of small groups were created for this development work and they were supported by additional participants from Product Management, Marketing, Service and Production. The results were presented to the executive management at the end of the day. One model proved to be particularly innovative and we want to develop this in more detail and migrate it to a pilot project.

The "Excellence Performance Award 2014" was officially transferred to RW MIC during the course of the event. The financial bonus that

NEWS FROM HEADQUARTERS



accompanies winning the award is being invested in a "Company & Family" picnic in Vernon Hills. We would like to take this opportunity to offer our congratulations on the success and wish everyone a lot of fun at the celebration.

Carmen Müller



Congresses and Workshops 2015

August:

11. - 12.08.	Workshop Jülich Hospital	Jülich/GER	Surg
20. - 21.08.	ENT Workshop Clemi Training Center	Bogota/Colombia	ENT
26. - 28.08.	4th Leipzig Endourology Workshop 2015	Leipzig/GER	Uro
29. - 30.08.	Advanced Training Course Winnova	Medan/Indonesia	Spine

September:

02. - 04.09.	Eurospine 2015	Copenhagen/DK	Spine
02. - 05.09.	International Congress of Endoscopic and Laparoscopic Surgeons of Asia - ELSA 2015	Daegu/Korea	Surg
04. - 05.09.	AGA / Knee (Working Group for Arthroscopy)	Innsbruck/GER	Ortho
04. - 05.09.	3rd Cologne Arthroscopy Symposium	Cologne/GER	Ortho
07. - 09.09.	Advanced Workshop Altona Day Clinic	Hamburg/GER	Gyn
10. - 12.09.	EULIS15 3rd Meeting of the EAU Section Urolithiasis	Alicante/Spain	Uro
10. - 12.09.	Cologne-Pforzheim Elbow Days	Cologne/GER	Ortho
16. - 19.09.	Abdominal Medicine 2015	Leipzig/GER	Surg
17. - 19.09.	SCGP Workshop (Society for Gynecologic and Pelvic Surgery)	St. Malo/France	Surg
17. - 19.09.	32nd Congress of the Working Group for Arthroscopy (AGA)	Dresden/GER	Ortho
17. - 19.09.	FOG Congress (Forum Operative Gynecology)	Berlin/GER	Gyn
17. - 19.09.	TUR School Professor Schmelz (engl.)	Knittlingen/GER	Uro
18. - 19.09.	Workshop General Hospital of Athens	Athens/Greece	Surg
24.09.	Thoracoscopy Course	Nottingham/UK	ENT
23. - 25.09.	ESCP's 10th Scientific & Annual Meeting	Dublin/Ireland	Surg
23. - 26.09.	67th Congress of the German Society for Urology (DGU)	Hamburg/GER	Uro
24.09.	Thoracoscopy Course	Nottingham/UK	EN
24. - 26.09.	11th Endometriosis Congress for German-speaking Countries 2015	Cologne/GER	Gyn
24. - 26.09.	56th Congress of the German Society for Hand Surgery	Ludwigsburg/GER	Ortho
25. - 26.09.	36th International Training Course for Full-endoscopic Operations of the Lumbar, Thoracic and Cervical Spine	Herne/D/GER	Spine
25. - 26.09.	9th Lübeck Arthroscopy Course for Arthrosis on the Upper and Lower Ankle Joint and Hindfoot	Lübeck/GER	Ortho
25. - 26.09.	AGA Course / Knee (Working Group for Arthroscopy)	Berlin/GER	Ortho
26. - 30.09.	ERS International Congress 2015 (European Respiratory Society)	Amsterdam/NL	ENT

October:

01. - 04.10.	WCE 2015, World Congress of Endourology	London/UK	Uro
04. - 06.10.	Congress of the German Society of Sterile Supply(DGSV) 2015	Fulda/GER	Hyg
07. - 10.10.	16th WFHSS Congress 2015 (World Forum for Hospital Sterile Supply)	Lille/France	Hyg
07. - 10.10.	ESGE 2015 24th Annual Congress (European Society of Gynecological Endoscopy)	Budapest/Hungary	Gyn
08. - 09.10.	URS School Professor Knoll	Knittlingen/GER	Uro
09. - 10.10.	Arthroscopy of the Hand Joint	Leipzig/GER	Ortho
14. - 20.10.	21st Endourology Workshop Professor Lahme	PF/Knittlingen/GER	Uro
15. - 16.10.	Thoracoscopy Course	Beichlingen/GER	ENT
17.10.	7th Heidelberg Sterisymposium	Heidelberg/GER	Hyg
20. - 21.10.	Workshop Jülich Hospital October 2015	Jülich/GER	Surg
20. - 23.10.	DKOU 2015 - German Congress for Orthopedics and Accident Surgery	Berlin/GER	Ortho
21. - 23.10.	MIC Basic Course	Dormagen/GER	Gyn
22. - 23.10.	TUR School	Knittlingen/GER	Uro
23. - 24.10.	Keyport Workshop	Güssing/Austria	Surg
23. - 24.10.	STEPS 2015	Limassol/Cyprus	Surg
24.10.	14th Mannheim Coloproctology Update	Mannheim/GER	Surg
27. - 28.10.	Hip - Arthroscopy	Knittlingen/GER	Ortho
29. - 31.10.	49th Advanced Training Event for ENT Physicians	Mannheim/GER	ENT

November

01. - 03.11.	XXIIth Fall (Autumn) Tutorial Altona Day Clinic	Hamburg/GER	Gyn
05. - 07.11.	12th Symposium of the Working Group for Pediatric Urology	Dortmund/GER	Uro
06. - 07.11.	Workshop Basic Laparoscopy	Güssing/Austria	Surg
06. - 07.11.	Steinmanagement@Endourologie	Marburg/GER	Uro
09. - 11.11.	Gynecology Workshop - Advanced	Münster/GER	Gyn
10. - 13.11.	Fess Kurz University Motol 2015	Prague/CZ	ENT
11. - 15.11.	Urology Compact - Early Career Course Prof. Schmelz	Stromberg/GER	Uro
13. - 14.11.	AGA Course / Hips (Working Group for Arthroscopy)	Leipzig/GER	Ortho
13. - 14.11.	Hand Arthroscopy	Porto/Portugal	Ortho
13. - 14.11.	MICG Workshop	Güssing/Austria	Gyn

Workshops

Imprint

RICHARD WOLF NEWS, issue 02/2015 • RICHARD-WOLF GmbH magazine. Responsible for the content: Management Board for Sales, Marketing, Service and Logistics. Editorial articles: Derek Crow, John Docherty, Carolin Frey, Lena Göthel, Raimund Halder, Axel Keller, Lisa-Maria Kraus, Andrea Lorenz, Carmen Müller, Jürgen Steinbeck, Ali Wasfy, Nadja Winterhalder, Mario Wunsch, Christian Zimmer. Compilation and production: success communication • Print: Druckerei Stober, Karlsruhe RICHARD WOLF GmbH • 75434 Knittlingen • PF 1164 • Phone +49 70 43 35-0 • Fax +49 70 43 35-4300 • info@richard-wolf.com • www.richard-wolf.com