

## NEW TECHNOLOGY PROGRAM HELPS SMALL SUPPLIER BOOST SALES OF INNOVATIVE ANTISEPTIC



In early 2000, the market for patient preoperative skin preparation was evolving, with an increased focus on infection control. So when Enturia Inc. (formerly known as Medi-Flex, Inc.) submitted its ChloroPrep® antiseptic to Novation's New Technology Program, the opportunity arose to develop an agreement for a product that would help redefine the industry standard.

Novation defines new medical technology as a new device or product that offers an incremental patient care or safety benefit over devices or products currently available and that are used to diagnose or treat a patient by a clinician. In addition, a new device or product may be the first of its kind in the market or an improvement over existing technology within the same product class or category.

Enturia's ChloroPrep was the first two percent chlorhexidine gluconate/70 percent isopropyl alcohol (IPA) patient preoperative skin preparation approved by the U.S. Food and Drug Administration. The formulation of two percent CHG and 70 percent IPA provides the most rapid and persistent antimicrobial activity on the skin surface. In clinical trials, a one-step application of ChloroPrep exceeded the FDA's criteria for efficacy.

### ACHIEVING MARKET PENETRATION

When ChloroPrep came to market, Enturia felt a responsibility to the health care industry to get its potentially life-saving technology in use. Being a family-owned company didn't affect its vision or goals, but it did affect its ability to distribute product nationwide. The company's focus had always been on combining competence with caring, and maintaining a simultaneous focus on scientific progress and practitioner/patient needs. But it needed an experienced partner to assist in penetrating the health care market.

With only eight sales representatives on staff and about \$10 million in sales, Enturia decided to target group purchasing organizations as a means to market penetration. The company recognized Novation as the industry leader and focused its efforts around Novation's New Medical Technology Program. Through that program, Enturia submitted its product for consideration and was given the opportunity to present facts to reinforce the innovative nature of ChloroPrep.

Matt DePiero, then the company's national account manager, felt the process was fair to suppliers of all sizes. "The direct contact with the key decision-maker made the process seem open, even to a small supplier with \$10 million in sales at the time," DePiero says. "After presenting clinical support for the products agreeing that the product was indeed new and innovative, we moved methodically through the 60-day process."

## ► MORE ABOUT THE NEW TECHNOLOGY PROGRAM

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Novation's relationship with Enturia illustrates its commitment to ensuring that VHA and UHC members have access to savings and information about new medical technology. Whenever possible, Novation will contract with suppliers of new technology to provide members with the best prices available.

Suppliers can submit information about new technology to Novation, regardless of whether the products are available on a Novation contract. After confirming that the products have been approved by the FDA for use in the United States, Novation will post the information in the Technology Forum area of its public Web site, [www.novationco.com](http://www.novationco.com), as well as on its members-only Web sites.

For more information on submitting potentially innovative technology for consideration, visit [novationco.com](http://novationco.com) and click the "New Medical Technology" link on the menu bar.

## ► NOVATION CONTRACT BOOSTED PRODUCT VISIBILITY AND SALES

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Enturia found that being awarded a contract through Novation's New Medical Technology Program increased visibility in hospitals, because the program validated the innovative nature of the product. Enturia didn't have to convince facilities that the product was effective and valuable; its agreement with Novation achieved that for the company.

The Novation agreement greatly reduced Enturia's sales cycle, and purchasing volume increased immediately. In 2003, Enturia enjoyed about \$7.3 million in sales through Novation. By 2006, its Novation sales had jumped to \$17.3 million, which represents a 137 percent increase in just three years.

Enturia felt that the product was acceptable to both of the alliances Novation serves — VHA Inc. and University HealthSystem Consortium — for different reasons. "VHA has led the industry with its focus on clinical improvement. Hospitals are seeking ways to reduce the incidence of hospital-acquired infection, and ChloroPrep helped them achieve that," says Gregg Bender, national account manager. "Because UHC is composed of teaching hospitals, it has a reputation for being on the cutting edge of technology, which made our ChloroPrep an obvious choice for them."

ChloroPrep was so well-received by alliance members that the agreement was recently extended through April 2010.