



PDD wins a Gold Award for UnoMeter™ Safeti™ Plus in DBA's Design Effectiveness Awards

Press release issued 23 October 2009

User centric focus key to successful redesign of urine monitoring device

PDD's innovative, integrated approach to medical device development has paid off with the announcement that it has won a Gold Award for Unomedical's UnoMeter™ Safeti™ Plus urine monitoring device, at the DBA Design Effectiveness Awards held on 22 October 2009. DBA Awards Judge Lucy Reynolds from BP commented, "a great example of practical, no frills design, focused on making life easier for the user – borne out of strong consultation and research."

PDD's work for Unomedical, a ConvaTec company, to research and develop the successor to its UnoMeter™ Safeti™ urine monitoring device for hourly diuresis management, was a textbook example of PDD's ethos of combining consumer insight specialists with designers and engineers throughout the design process. The result for Unomedical, is a product that has had an immediate effect on their top line, and was the single biggest driver of the company's new product sales.

The Design Business Association (DBA), works to promote the central role of design in achieving commercial growth and success. The annual DBA Design Effectiveness Awards are prestigious and authoritative, being the only award scheme that uses commercial data as a key judging criteria. Judges are exclusively brand owners and this year included senior marketers from eight top companies, including Durex, BP, Unilever and Shell.

PDD mapped the life of a urine monitoring device, from purchasing through to disposal, and defined the touch points, roles, needs and attitudes of all the stakeholders. This enabled PDD to identify common unmet needs and gain a clear understanding of purchasing drivers, whilst giving Unomedical a broad understanding of the practical and emotional challenge of hourly diuresis monitoring.

PDD's challenge was to add value. A clear message that emerged was that, although infection control is an important issue, customers were not prepared to tolerate a premium price for infection control features, unless they were fully documented and financially justified. Close collaboration with toolmakers and moulders enabled Unomedical and PDD to optimise product manufacture and assembly, and control final unit cost. Unomedical relaunched the product as the UnoMeter™ Safeti™ Plus in September 2007 in the UK, and throughout Europe between October 2007 and March 2008. The UnoMeter™ Safeti™ Plus was extremely well received in the market, and demand has significantly exceeded expectations. In two and a half months, Unomedical's investment in design and innovation had achieved breakeven.

Alun Wilcox Director of Medical at PDD adds: "We are extremely proud of the UnoMeter™ Safeti™ Plus and delighted that our work has been recognised by the Design Effectiveness Awards. The

DBA's recognition of the importance of commercial impact dovetails perfectly with our own aspirations for our clients' brands and business."

Ulrik Langsager, ConvaTec Continece and Critical Care product portfolio manager, the efforts comments: "We are delighted with this Gold Award and with PDD's work. At ConvaTec we are committed to ensuring that innovation is a key driver in the success of our business. Therefore, we consistently monitor how new products impact our total turnover each year and set targets. The UnoMeter™ Safeti™ Plus has achieved revenues significantly higher than the forecasted innovation rate target".

"PDD's impressive research, conducted in hospitals across several European countries, identified specific areas of opportunity to improve the product's design," adds Paul Moraviec, President, ConvaTec Continece & Critical Care and EMEA Region. "Witnessing the 'work-arounds' employed by nurses to cope with the pressure of their working day led the team to make subtle yet important changes that have resulted in rapid customer acceptance, sales growth, and now, industry recognition for UnoMeter™ Safeti™ Plus."



For more information on the Design Business Association's Design Effectiveness awards, please visit www.dba.org.uk.

Ends

About PDD Group

Founded in 1980 and based in London, PDD provides integrated design and innovation skills and works with organizations worldwide to develop novel products, services and business processes that drive revenues and create competitive advantage.

PDD is an award winning consultancy, collecting eight awards in two years, certified to ISO 13485 medical quality assurance and quality assured to ISO 9001. Clients in 24 countries include Orange, LG, Baxter, Nestle, GlaxoSmithKline, Ford, Gillette, Samsung, Vocollect and Merck Serono.

For further information, please contact:

Emily Miller

Marketing and Business Development Director

PDD Group Ltd

T: +44 (0)20 8735 1111

E: emilymiller@pdd.co.uk

W: www.pdd.co.uk

For further press information, please contact:

Caroline Bishop. PR at Spring Communications caroline@springcoms.com

Tel: 020 8567 0129/07768 067306

About ConvaTec

ConvaTec is a leading developer and marketer of innovative medical technologies that have helped improve the lives of millions of people worldwide. With four key business divisions – Ostomy Care, Wound Therapeutics, Continence and Critical Care and Infusion Devices – ConvaTec products support health care professionals from the hospital to the community health setting. From its headquarters in Skillman, New Jersey, the company oversees more than 8,000 employees in over 90 countries serving consumers and their health care professionals on six continents. For more information, please visit www.convatec.com.

For more information about the UnoMeter™ Safeti™ Plus or the Unomedical hourly diuresis training concept, please visit www.unomedical.com or call (ConvaTec UK customer service).