The Surgins Voice

Unique Flagship Publication

'The Surgins voice' is our unique flagship publication written ***only*** by surgeons about surgical instruments.

- To focuses on the surgeons viewpoint and makes them visible to fellow surgeons and industry.
- To addresses end user philosophy into surgical instruments, their use and development.
- To addresses the most pressing issues being faced by the surgical instrument industry and presents practical and responsible solutions to such challenges.
- To raise awareness about surgical instruments related key issues making them visible to fellow surgeons internationally thereby encouraging debate.
- To address the best possible innovative environment in translational and applied research related to surgical instruments.

The world of surgical instruments in one subscription.

Comment
From the editor

Regulars:

News
Recent international developments in Surgical Instruments

Product News
Innovations in surgical instruments

Open Forum
Letters,ideas,reviews, issues that concern,interest or amuse

Wolf Writes
To reflect upon surgical instruments that affects surgeons

In Their Opinion
Life as they see it, surgeons write on issues that concern or interest them

Features
Clinical issues relevant to surgical instruments

Education & Practice
Maintenance of surgical instruments

Healthcare Challenges
Surgical instruments relevant standards as per ISO Guidelines

The Name Behind The Instruments
History of instruments.(historical review)

Business
Surgical instrument industry
Surgical instruments Events/Exhibitions



The British Surgical instruments of choice developed by *surgeons* for *surgeons*

Highest standards of functional quality and precision Provision for surgeons' customization and innovation.

Neuro Surgery
Eye Surgery
ENT Surgery
Oral/Maxilo-Facial Surgery
Cardiac Surgery
Thoracic Surgery
Vascular Surgery
General Surgery
Urology
Orthopaedic Surgery
Obstetrics-Gynaecology
Plastic Surgery
Accessories

Minimally Invasive Surgery (Key Hole)
Left Handed Instruments
Titanium Instruments

Dental Surgery
Veterinary Surgery
Beauty, Manicure, Pedicure

Single Use Instruments
Single Use Surgical Procedure Packs

Surgeons (procedure specific) Instrument Sets
Surgeons Customised Instruments
Surgeons Innovated Instruments

A Genuine single source solution to instrument procurement

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SURGINS
A Surgeon's Vision



'British Surgical instruments of Choice'
developed by Surgeons for Surgeons

"A Surgeon and Clinical End User Centric Approach"

www.surgins.co.uk | www.surgins.com

Profile

Vision
An Award Winning **SURGINS** the vision of a dedicated and passionate group of 'British Surgeons' based in the United Kingdom.

Mission
Our mission is to develop a range of surgical instruments which would become the 'surgical instruments of choice' for discerning surgeons and clinical end users everywhere in the world.

Aim
Our aim is to exceed end user expectations in terms of instrument function and form, and set new standards of functional quality and precision, with provision for end users customization and innovation.

- **Prioritise on the viewpoint and wisdom of surgeons.**
- **Focus our product development on surgeons as the end users & key influencer in design.**
- **Understand surgeon centred needs, wants, motivations, likes and dislikes.**

Value Proposition

Clinical Credibility
The Healthcare Market is professional and knowledgeable. Healthcare products require clinical credibility to have acceptance by clinicians for use on their patients.

Surgins built their clinical credibility by prioritising the viewpoint of surgeons and clinical end users of surgical instruments.

By adopting a 'Surgeon Centric' approach, we actively seek to understand the needs, wants, motivations, likes and dislikes of the key people in the surgical front line.

At Surgins, clinical credibility is of the highest priority and we work tirelessly to meet, and exceed, the most stringent standards.

Bespoke Instruments (Customisation)
Surgeons and clinicians come in all shapes and sizes, and work in their own unique ways. It is hardly surprising therefore, that one set of instruments will not always meet everyone's requirements

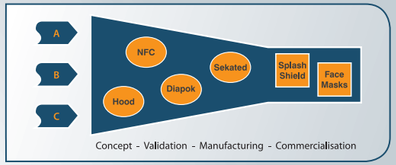
To address this issue we offer the opportunity for surgeons to customise existing instruments to suit with exactly **WHAT** and **HOW** they want their surgical instruments which is the key to a successful surgery.



Signature Instruments
Instruments can be embossed with the surgeon's own name to ensure they are always using the right tools for the job which is the key to a successful surgery.



New (Patent) Instruments (Innovation)
We believe that surgeons and clinical End-Users require a platform that allows for the continuous development of better and new instruments.



Surgins offer the opportunity for surgeons to develop a completely new design as per their individual concept, expertise and wisdom. with potential to be an International Patent.

Instruments Protection

Surgical instruments represent a high value investment & are the extension of the surgeon's hands therefore, they must be functional when used in the Surgery to enhance patient safety.

Surgins offer options of instrument protection depending on customer's requirements;

- Surgical Instrument Tip Protector,
- Surgical Instrument Guards &
- Surgical Instrument Protection Cases.



Recycling

As the popularity for single use surgical instruments grow across globe, concerns have been raised over the impact such devices have on the environment, particularly when it comes to their disposal as a considerable clinical waste in accordance with clinical waste laws.

Surgins offer a recycling service as per customers demand for Surgins single use surgical instruments which are made of Stainless-steel that can be recycled.

Extensive Product Range

All Surgins product ranges have been defined by British surgeons of relevant surgical disciplines including dental and veterinary surgeons.

Whether purchasing a single instrument, or equipping a whole new hospital or surgery, whether left handed instruments or key hole surgery instruments, 'Surgins' has the right solution for every need.

'We offer a genuine single source solution to instrument procurement'

World Class Manufacturing

Surgins capitalises on advances in *design-to-manufacture* technology based on a combination of state of the art technology, engineering excellence and vast manufacturing experience. This ensures close contact at all times between our advisory panel of Surgeons, product designers and production engineers.

The result is Surgins Surgical instruments not only have exceptional levels of functionality, engineered in precision and durability, but they are also cost effectively manufactured.

This streamlines the process and is the most effective way of ensuring cost effective production of exactly the right instruments into the surgeon's hands faster than ever before.

Exceptional Quality

The quality of surgical instruments can sometimes literally mean the difference between life and death.

'Surgins' comply with the relevant British, European, American and International quality standards and operate to the international Quality Management System of ISO 13485 for medical devices.

We ensure that only safe and regulation-compliant products are supplied backed by exceptional service levels that meet and exceed customers' expectations.

MHRA · CE · CE 574095 · BSI British Standards · ISO 13485 · FDA

Cost-Effectiveness

Current Suppliers have exploited their market dominance by charging exorbitant prices for basic quality products with limited customer services. Subsequently, many current surgical instruments on the market fail to keep pace with the desired customisation and continuous innovation of surgeons to perform improved and new surgical procedures.

This cost is subsequently passed on to the patient in the form of various cuts and restrictions within the Healthcare budgets.

'Clinical Procurement' for 'Surgins' surgical instruments of outstanding functional quality to meet surgeon's requirements is Always a cost effective solution that will facilitate the most effective treatment of surgical diseases in the best public interest.

Customer Services and Relations

Surgins sales strategy is based on personal, consistent sales contact, with a high emphasis on customer services and relations.

Charity
There is a clear connection between a healthy and profitable business and the wellbeing of the community in which it does business.

At Surgins, we are committed to build a business model that people value because it enhances our business profile, performance, profitability and reputation.

We donate back profits and sponsor to local and national charities with a strong message to potential clients that we are a responsible and trustworthy business and have an opportunity to do something good for the community.

Our clients may choose which charity they wish to benefit and we make the donation in their name or the name of someone they wish to honour.

Surgeons' Support
With millions of surgical operations carried out every year world-wide, it is essential to maintain and advance surgical standards in patient care. In every case, the patient places their trust in the hands of the surgeon.

By adopting a 'Surgeon Centric' approach, we are highly committed to support the Surgeons' activities which are intended to advance the knowledge and skills of surgeons so that the treatment received by patients is of the highest possible standards.