

# Grass Roots Marketing Initiative In Support of American College of Surgeons Annual State Chapter Meetings Highlighting Non-woven Technology of SURGIMESH® Hernia Repair Matrix

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In support of state specific annual American College of Surgeons Chapter meetings, BG Medical has initiated a wide ranging marketing initiative in the interests of educating hernia surgeons on published failure modes of knitted, woven and expanded hernia meshes<sup>1,2)</sup> and the lack of such failure modes with the newly available Non-woven, Microfiber Polypropylene Matrix mesh known commercially as SURGIMESH. Associated with each ACS Chapters annual meeting, a complimentary session is organized and, in some cases sponsored by the Chapter, to review the latest medical literature on hernia mesh failure modes. Surgeons involved in these sessions have appreciated the review given the broad range of currently available hernia mesh constructions and difficulty in selecting from a field of “differences on a theme” meshes wherein no single mesh type excels.

SURGIMESH hernia repair matrix material as the non-barrier hernia mesh (WN) for generalized repair and as the barrier hernia mesh (XB) for exposure to the abdominal viscera is reviewed as a significantly different alternative not suffering from the same failure modes. SURGIMESH is based upon a advanced technology non-woven, microfiber polypropylene matrix structure which provides a very high strength hernia repair sheet that is intimately integrated into the surrounding tissues very quickly (12 days) and completely. Due to the extremely small fiber size and low density the SURGIMESH matrix which incorporates with surrounding fibrous connective tissue with great tenacity yet avoids excessive fibrous overgrowth that can lead to chronic pain and stiffness in the area of the hernia repair. The sessions conclude with a review of the early clinical experience that is supporting this lack of these same failure modes with the SURGIMESH hernia repair matrix mesh. For additional information on SURGIMESH hernia repair configurations visit the [www.surgimesh.com](http://www.surgimesh.com) web site.

## References:

- 1) Klosterhalfen, B, et.al., The lightweight and large porous mesh concept for hernia repair, Expert Review Medical Devices, vol. 2, p. 1-15, Feb. 2005
- 2) Robinson, TN, et.al., Major mesh-related complications following hernia repair, Surgical Endoscopy, vol. 19, p. 1556-1560, Dec 2005

## About BG Medical

BG Medical is a unique Sales and Marketing Distribution Partner for next-generation medical devices and disposables. BG Medical partners with companies having high margin, breakthrough technology platforms with a potential for significant market development. Our goal is to provide our partners with the significant market share gain and the presence necessary to become leaders in given market segments. We accomplish this with our highly trained, dedicated and segment focused US wide Sales and Marketing Team.

BG Medicals core competencies include General and Laparoscopic Specialty Surgery, Thoracic, Urogynecologic, Colorectal and other emerging minimally invasive surgical platform applications. For additional information visit BG Medicals web site at [www.bgmedicaldevice.com](http://www.bgmedicaldevice.com)

BG Medical is the exclusive US distributor for SURGIMESH and other advanced medical device technologies.

### **About Aspide Medical**

Aspide Medical of St. Etienne, France, celebrating 15 years of healthcare innovation, manufactures thousands of medical devices each year which are distributed worldwide. Aspide Medicals vast expertise in developing medical device technologies for the treatment of digestive, urologic, gynecologic, and aesthetic surgeries has brought a number of breakthrough advances in these and other diversified healthcare markets. Maintaining a commitment to the latest ISO Quality Standards, state-of-the-art manufacturing and automation, Aspide Medical continues to excel in several specialty healthcare markets requiring surgical intervention. For more information, visit Aspide Medicals web site at [www.aspide.com](http://www.aspide.com)

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