

What the Clinicians Say... Insight # 4 of 5

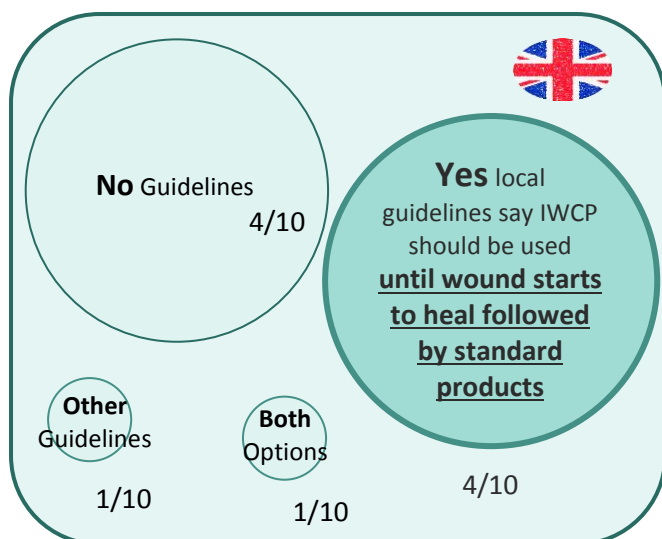
Variations in Local Clinical Guidelines for the Use of Innovative Wound Care Products...

During our recent survey of 20 Wound Care Specialists based in Germany and the UK, we asked them **Whether they had local guidelines in their clinics for the use Innovative Wound Care Products (IWCP)**. If they responded Yes, we then asked which of the following options their guidelines suggested...
 ① Use until wounds fully healed, ② Use until wounds starting to heal followed by use of standard care products, ③ Both of these options or ④ Other guidelines.

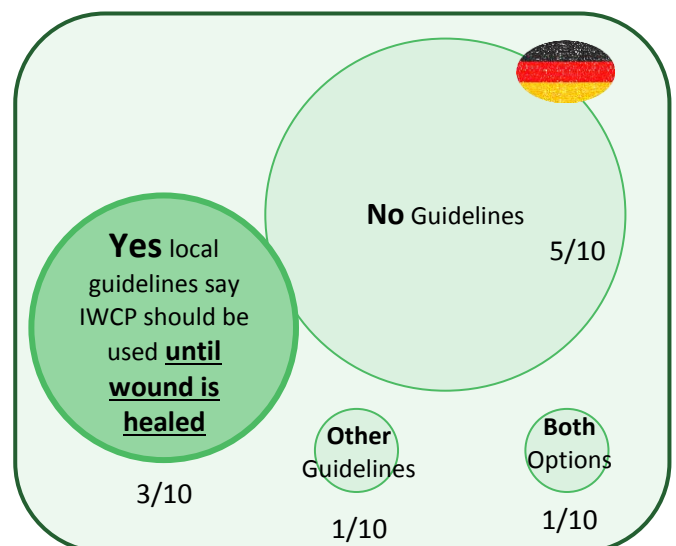
Similar numbers in the UK & Germany had local clinical guidelines for use of IWCP (6 & 5 respectively). However the guidelines themselves differed in that the majority of the UK clinics with local guidelines instructed use until **healing started followed by use of standard care products** whereas the majority of German clinics with local guidelines instructed use **until the wound was fully healed**.

Recognising the limitations of such a small sample group this still serves to remind us of the importance of national differences and how being aware of such differences can have implications for long term commercial planning.

UK Survey Responses:



German Survey Responses:



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