



URGOSTART PLUS

6
APR
13:00



LEARN HOW A NICE RECOMMENDED TREATMENT RANGE REDUCES WOUND HEALING TIME



PRESENTED BY
TORI BRAND
URGO PRODUCT SPECIALIST



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VIRTUAL LUNCH MEETING

 **URGOSTART PLUS**

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RECOMMENDED
TREATMENT RANGE
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URGO
MEDICAL
Healing people®

LIVE Q&A

Send in your
questions by
commenting on the
video

Agenda

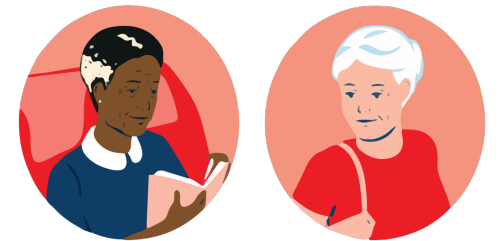
- Who is the UrgoStart Plus Treatment Range for?
- How does the UrgoStart Plus Treatment Range work?
- Clinical evidence
- Real life outcomes
- Practical tips when using UrgoStart Plus Treatment Range
- Why does this all matter?

WHO IS THE URGOSTART PLUS TREATMENT RANGE FOR?

Some patients are at risk of delayed healing because of underlying factors

- Patients presenting with risk factors like **advancing age, diabetes, vascular factors** or **reduced mobility** all have a high risk of delayed healing and complications.
- These patients therefore need a specific local treatment that cleans and closes the wound, **from day 1**.

Advancing age?



Co-morbidities?

Diabetes, venous or arterial insufficiency

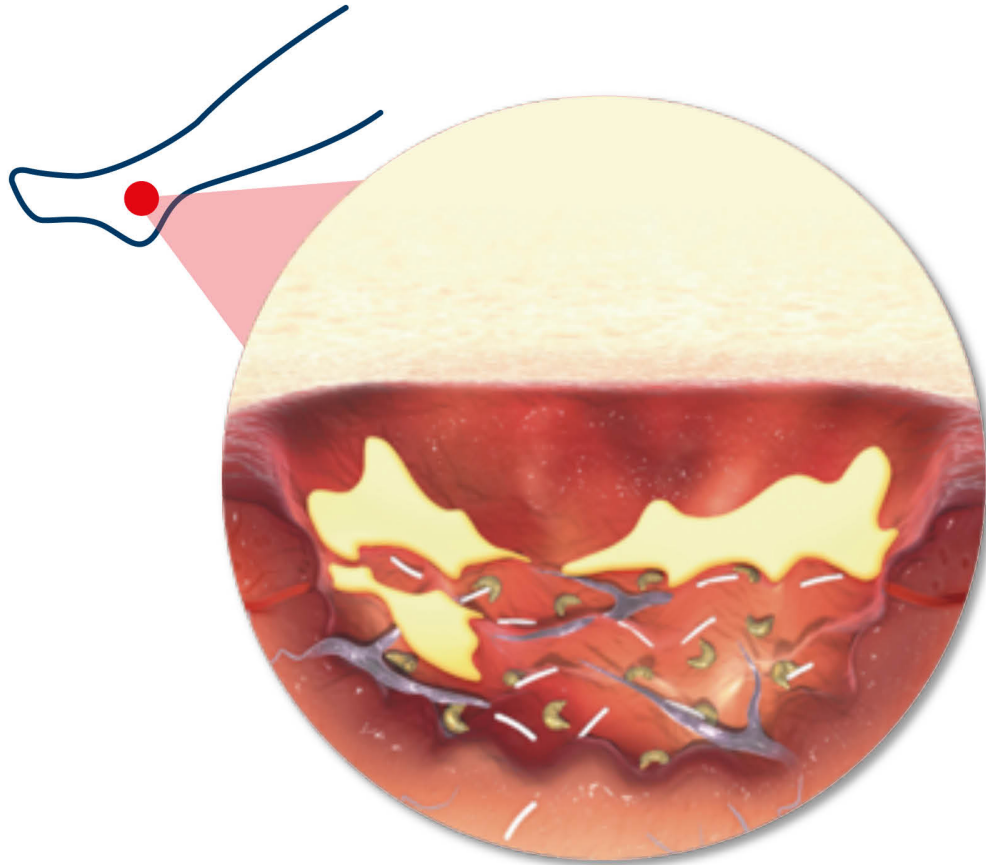


Reduced Mobility?



HOW DOES URGOSTART PLUS TREATMENT RANGE WORK?

What causes a delay in wound healing?



LOCAL WOUND FACTORS

- 1) Fibrin, slough & debris**
 - Need continuous cleaning
- 2) Excess enzymes (MMPs) that harm healthy tissues¹**
 - Need rebalancing

What are matrix metalloproteinases (MMPs)?

MMPs are essential enzymes in the healing process



Matrix metalloproteinases

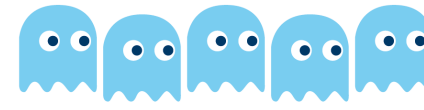


Healthy patient

Normal MMP activity

- Degrade the damaged extracellular matrix so new tissue can grow
- Remove devitalised tissue and debris
- Support growth of new blood vessels
- Support contraction and remodelling

Normal healing trajectory



Collagen, elastin and growth factors



Patient with underlying factors at risk of delayed wound healing

Abnormal (excess) MMP activity

- Degrade the new extracellular matrix
- Impede the production of growth factors
- Prolong the inflammatory stage

Delayed healing

Address these factors *Even Sooner*

EVEN SOONER

The only local treatment proven to heal even sooner¹...

UrgoStart^{plus}

TLC-NOSF
Reduces excess enzymes (MMPs)



UrgoStart^{plus}
Pad

UrgoStart^{plus}
Border

EVEN SIMPLER

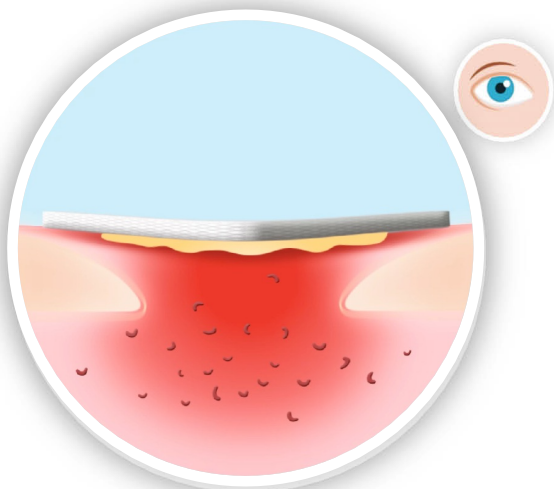
...from Day 1
to Complete Healing

(1) Edmonds M, Lázaro JL, Piaggese A, et al (2018) Sucrose octasulfate dressing versus control dressing in patients with neuroischaemic diabetic foot ulcers (Explorer): an international, multicentre, double-blind, randomised, controlled trial. *Lancet Diabetes & Endocrinol* **6(3)**: 186–96

UrgoStart Plus treatment range closes wounds sooner



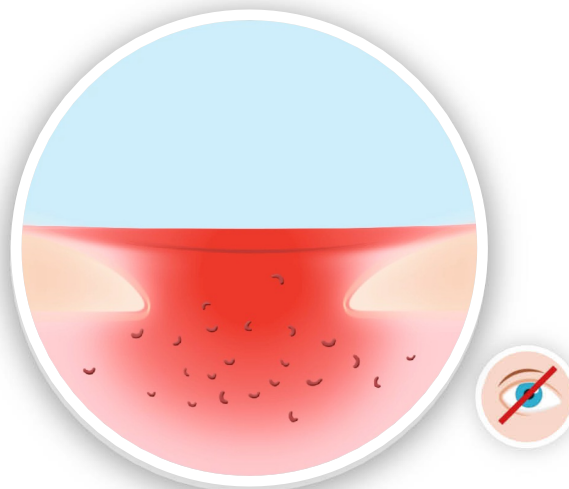
Continuously **CLEANS**^{1,2}



Polyabsorbent fibres trap slough and keep the wound clean

You can use 1 simple treatment on all tissue types: sloughy, granulating and epithelizing wounds

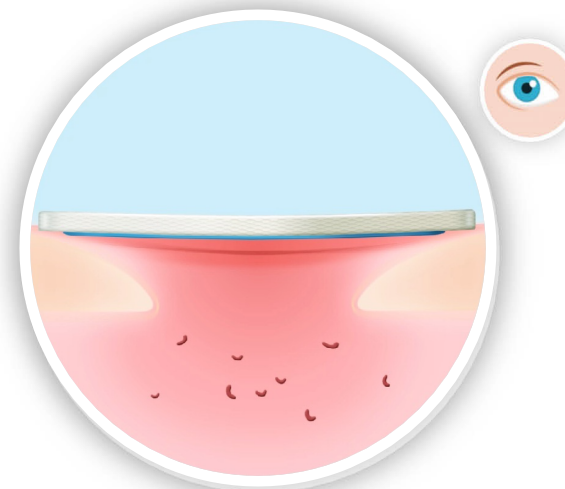
effectively **HEALS**^{2,3,4}



Healing matrix reduces MMP levels and restores balance

Restoring balance to the patient's healing trajectory

CLOSES Sooner^{4,5}

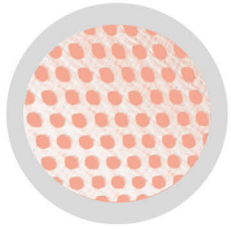


Closes wounds sooner than other dressings

The sooner you implement it, the better the outcomes^{5,6,7}

(1) Meaume S, Dissemmond J, Addala A (2014) Evaluation of two fibrous wound dressings for the management of leg ulcers: results of a European randomised controlled trial (EARTH RCT). *J Wound Care* **23**(5): 105-16. (2) Sigal ML, Addala A, Maillard H, Chahim M, Sala F, Blaise S, Dalac S, Meaume S, Bohbot S, Tumba C, Tacca O (2019) Clinical evaluation of a new TLC-NOSF dressing with poly-absorbent fibers for the local management of exuding leg ulcers, at the different stages of the healing process: Results from two multicentric, single-arm, prospective, open-label clinical trials. *J Wound Care* **28**(3): 164-75. (3) "In vitro" study. Internal Report. Laboratoires URGO. (4) Edmonds M, Lázaro-Martínez JL, Alfayate-García JM, Martini J, Petit JM, Rayman G et al (2018) Sucrose octasulfate dressing versus control dressing in patients with neuroischaemic diabetic foot ulcers (Explorer): an international, multicentre, double-blind, randomised, controlled trial. *Lancet Diabetes Endocrinol* **6**(3): 186-96. (5) Münster KC, Meaume S, Augustin M, Senet P, Kérihuel J.C (2017) The reality of routine practice: a pooled data analysis on chronic wounds treated with TLC-NOSF wound dressings. *J Wound Care* **26**(Sup2): S4-S15. Erratum in: *J Wound Care*. 2017 **26**(3): 153 (6) Lázaro-Martínez JL, Edmonds M, Rayman G, et al (2019) Optimal wound closure of diabetic foot ulcers with early initiation of TLC-NOSF treatment: post-hoc analysis of Explorer. *J Wound Care* **28**(6): 358-67. (7) Dissemmond J, Lützkendorf S, Dietlein M, et al (2020) Clinical evaluation of polyabsorbent TLC-NOSF dressings on chronic wounds: a prospective, observational, multicentre study of 1140 patients. *J Wound Care* **29**(6): 350-61

UrgoStart Plus treatment range closes wounds sooner and covers all your practical, day-to-day needs

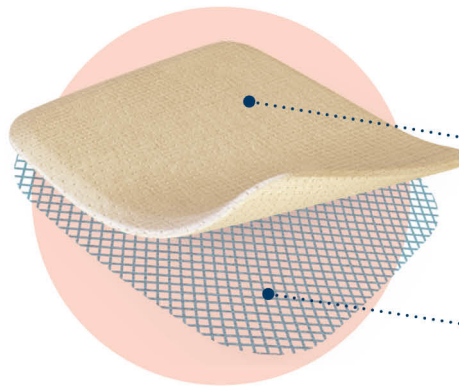


Silicone backing

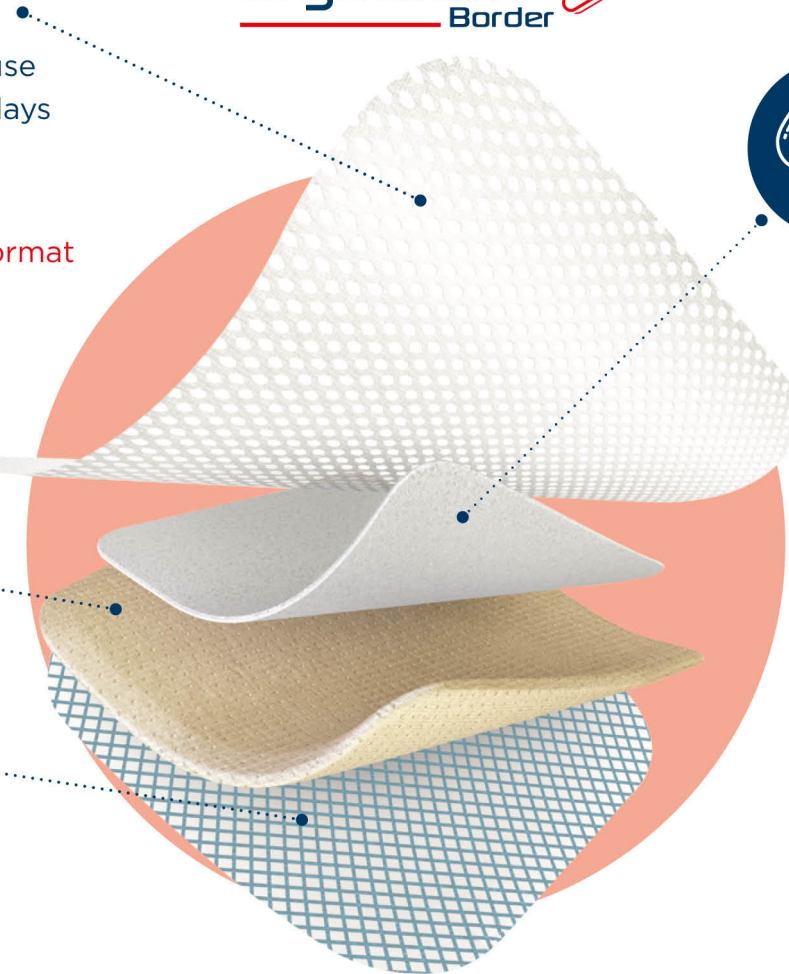
- Easy to apply & ready-to-use
- Stays in place for up to 7 days
- Shower proof
- Perfect for self-care

✓ Present only in **Border** format

UrgoStart **plus**
Pad



UrgoStart **plus**
Border



Highly-absorbent layer

- Absorbs vertically
- Retains exudate

✓ Present only in **Border** format

Which of your patients
would benefit from **healing
sooner** but require an
adhesive dressing?

Which format of the UrgoStartPlus Treatment Range is right for my patient?

Are you treating a leg ulcer or diabetic foot ulcer or pressure ulcer?

YES

Are there any signs of local, spreading or systemic infection?

YES

Refer to local infection protocol/
Consider UrgoClean Ag

NO

UrgoStart Plus Border & **UrgoStart Plus Pad** can be used across all healing phases

Do you need an adhesive border?

YES

UrgoStart^{plus}
Border



- Easy to apply & remove
- Shower-proof backing
- Highly absorbent layer
- Pain free atraumatic removal
- Cannot be cut

UrgoStart Plus Border is ideal for
Patients in hosiery / wraps / self care

NO

UrgoStart^{plus}
Pad



- Can be cut
- Can be combined with a secondary dressing
- Requires securing
- Pain free atraumatic removal

UrgoStart Plus Pad is ideal for
Patients in compression bandaging

UrgoStart
Contact



For cavity wounds & higher conformability

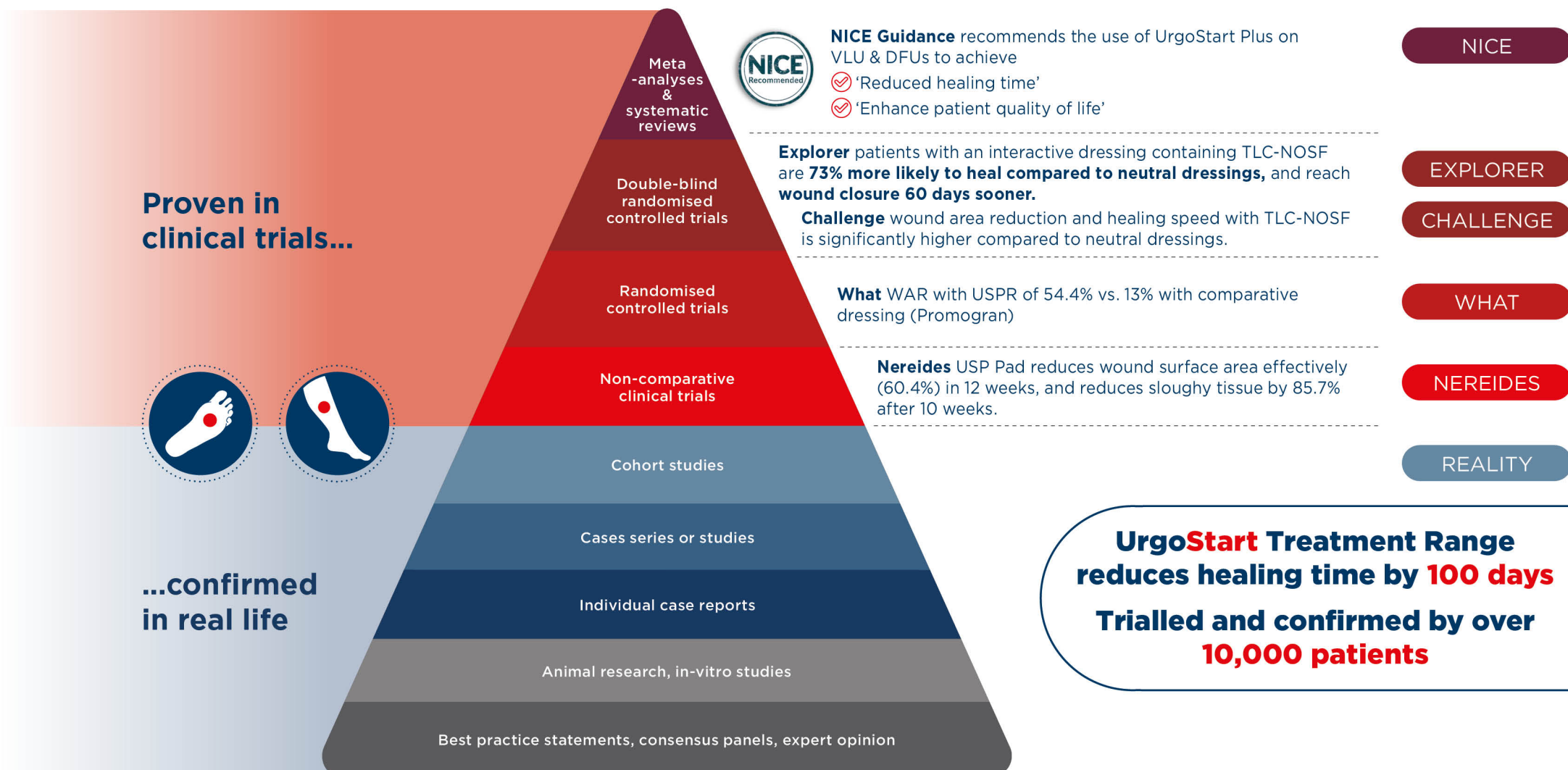
- Can be cut
- Can be combined with a secondary dressing
- Requires securing

**The UrgoStart Plus Treatment range can remain in situ for up to 7 days.
Frequency of change may vary depending on exudate levels.**

Contraindications: UrgoStart Plus should not be used for heavily bleeding wounds, however, it does facilitate the management of minor bleeding wounds. UrgoStart Plus is contra-indicated in cancerous wounds and wounds which may reveal a deep abscess. Do not use when there is a known sensitivity to UrgoStart Plus.

CLINICAL EVIDENCE

UrgoStart Plus Treatment Range is supported by the highest level of evidence in wound care



NICE Guidance recommends the use of UrgoStart Plus

NICE



“UrgoStart dressings are proven to **reduce healing time for patients, improving patients’ quality of life**, and are associated with **significant cost savings for the NHS** compared to non-interactive dressings”

NICE¹



Reduces healing time



Enhances quality of life



Easy to implement



Cost saving

- £342 per year for DFU
- £541 per year per VLU

Close wounds sooner with the UrgoStart Plus Treatment Range

EXPLORER

% OF WOUNDS COMPLETELY HEALED AFTER 20 WEEKS OF TREATMENT

All wound durations

Neutral dressing 30%

UrgoStart Plus treatment 48% **+60%**



The UrgoStart Plus Treatment Range significantly improves healing outcomes compared to a neutral dressing.

If you start sooner - New wounds, less than 2 months old

Neutral dressing 41%

UrgoStart Plus Treatment 71% **+73%**



When the UrgoStart Plus Treatment Range is initiated sooner, healing outcomes are even better.



Close wounds sooner with the UrgoStart Plus Treatment Range

What does this mean for your caseload in REALITY?

REALITY

Heal your patients
3 months sooner

Time to closure (days)

210 DAYS

Any dressing in general population database (Health insurance database)

TLC-NOSF/Urgostart Plus treatment range in 10,000 patients in real-life daily clinical practice

112 DAYS

Reduced by
100 days

The sooner the UrgoStart Plus Treatment Range (TLC-NOSF) is initiated, the shorter the healing time

Time to closure (days)

TLC-NOSF 2nd line
(after 1 or more neutral dressing)

TLC-NOSF 1st line

Reduced by
33 days

What could healing “3 months sooner” mean to your patients if you initiated UrgoStart Plus Treatment range today?

REAL LIFE OUTCOMES



CATHERINE WALLER & DONNA WELCH City Health Care Partnership CIC



JULIE MULLINGS Lead Nurse, Manchester University NHS Foundation Trust



SARAH HART Lead Podiatrist Diabetes and Tissue Viability, South Warwickshire FT



SUE MURRAY Clinical Lead Tissue Viability, East Barnet Health Centre



JOY TICKLE Tissue Viability Nurse Specialist, Shropshire Community NHS Trust



NINA MURPHY Tissue Viability Nurse Specialist, North East London Foundation Trust



JOANNE NICHOLS Team Lead, Bellingham District Nursing, Northumbria Healthcare FT



ANDREA MACDONALD Clinical Tissue Viability, Provide CIC Trust



MICHELLE GOODEVE Diabetes Specialist Podiatrist, Provide CIC

UrgoStart^{plus}
Treatment Range

**Recommended by
clinicians throughout the UK**

Even more reliable: UrgoStart Plus Treatment Range is recommended by clinicians throughout the UK

IN-REAL-LIFE

Joanne Nichols
Beilingham



UrgoStart^{plus} has had a massive impact on our team and since the range was first introduced, we have seen: our caseload numbers decrease, wound healing times significantly improve, dressing change frequency reduce, and long-standing wounds heal.

Julie Mullings
Manchester



UrgoStart^{plus} is used **first line on venous leg ulcers (VLUs) in the absence of infection.**

I would recommend UrgoStart Plus as part of a structured pathway.

The use of a pathway promotes the right dressing at the right time, ultimately improving patient outcomes.

Patients that had been on the caseload, some for years, went onto have significant wound improvement and quality of life, reducing both clinical nursing time and costs.



Nina Murphy
NELFT

Even more reliable: UrgoStart Plus Treatment Range is recommended by clinicians throughout the UK

IN-REAL-LIFE

Sarah Hart



During clinical evaluations, UrgoStart^{plus} appeared to have **positive outcomes**, and therefore members of the team and practice nurses who were sharing care **swiftly initiated this dressing on other patients**.

More recently, our local analysis of our National Diabetic Foot Audit data, which we collect digitally on each patient, is starting to **demonstrate that the introduction of our pathway has improved healing outcomes**.

Catherine Waller



Donna Welch

UrgoStart^{plus} is simple to use and patients have been able to manage their own foot dressings in between appointments, **reducing the costs associated with health professional time**.

Michelle Goodeve



Although the cost of the dressing is higher than any of the other dressings on our formulary, the **overall cost levels out due to ulcers healing quicker**, therefore saving our precious appointment times. Since the change in our dressing pathway **we have made an overall cost saving of 9.2%** between April 2019/2020

Even more reliable: UrgoStart Plus Treatment Range is recommended by clinicians throughout the UK

IN-REAL-LIFE

JOY TICKLE



Objective: implement NICE guidance to reduce healing time. Introduced UrgoStart Plus treatment range first line for all lower limb wounds.

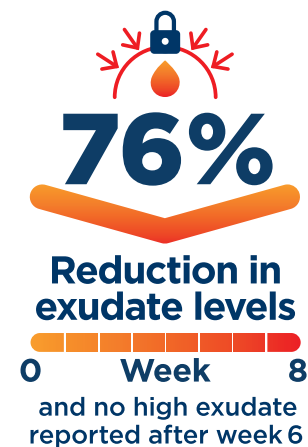
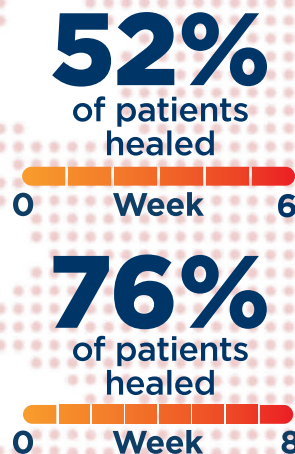


33 patients with 34 wounds

88% of the patients had comorbidities

Treatment plan: UrgoStart Plus Pad, UrgoStart Plus Border, UrgoStart Contact
Launched a wound outcome tracker to record patient results on each visit

What did we see?



Clinical Evidence

Play slide-23-clinical-evidence.mp4

PRACTICAL TIPS WHEN USING URGOSTART PLUS TREATMENT RANGE

Even Simpler: *Easy to use*

UrgoStart^{plus}
Treatment Range

EASY TO INTEGRATE INTO STANDARD OF CARE

COMPRESSION



OFF-LOADING

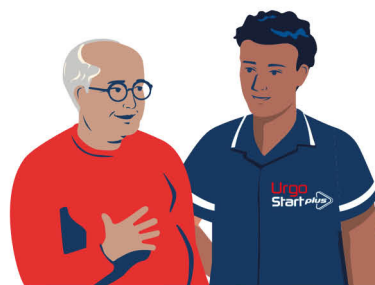


EASY TO APPLY



SUPPORTS SHARED CARE

FROM DAY 1
TO COMPLETE
HEALING



UrgoStart^{plus}
Border



UrgoStart *plus*

Treatment Range

1 Who?

Patients with comorbidities, limited levels of mobility and certain lifestyle factors are more at risk of developing long-term wounds:



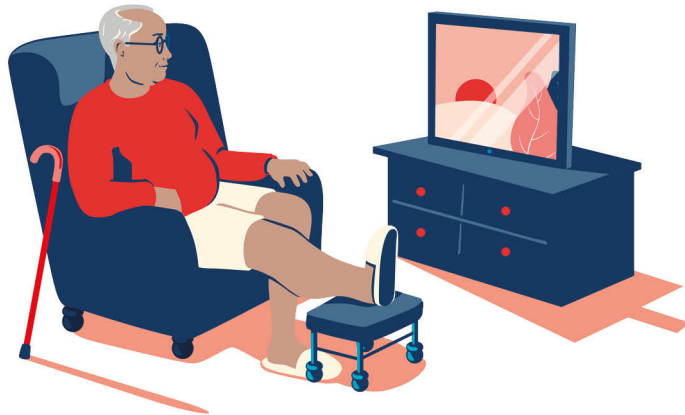
Diabetic foot ulcers



Leg ulcers



Pressure ulcers



2 When?

Implement first-line: Start sooner, heal sooner.

Use from Day 1 through to complete healing

- Suitable for sloughy (0-100%), granulating and epithelising wounds

3 Why?

EVEN SIMPLER

- 1 Treatment from Day 1 to Complete Healing

EVEN SOONER

- Heals the wound 100 days sooner
- The Sooner UrgoStart Plus is initiated, the better the treatment outcome for patients
- Improves patient quality of life

EVEN MORE RELIABLE

- Recommended by NICE and by clinicians throughout the UK



Top Tips

How long should I use UrgoStart Plus treatment range



“

This is a long-term dressing and can be used to aid wound healing, until wound closure has been achieved.

ANDREA McDONALD, Clinical Lead Tissue Viability, Provide CIC



“

Be patient – it is not a sprint, and if you continue to use UrgoStart Plus routinely you will see improvements in your patients' wounds

Stay with the dressing until full wound healing – it is simple to use and better that you stay with this dressing until wound closure

NINA MURPHY (Tissue Viability Nurse Specialist and Interim Operational Lead for Long Term Conditions, North East London Foundation Trust)

What if there is an increase in exudate?



“

Stick with it! It may appear that the wound becomes wetter, before getting better – if this does happen, you may need to temporarily increase your dressing change frequency.

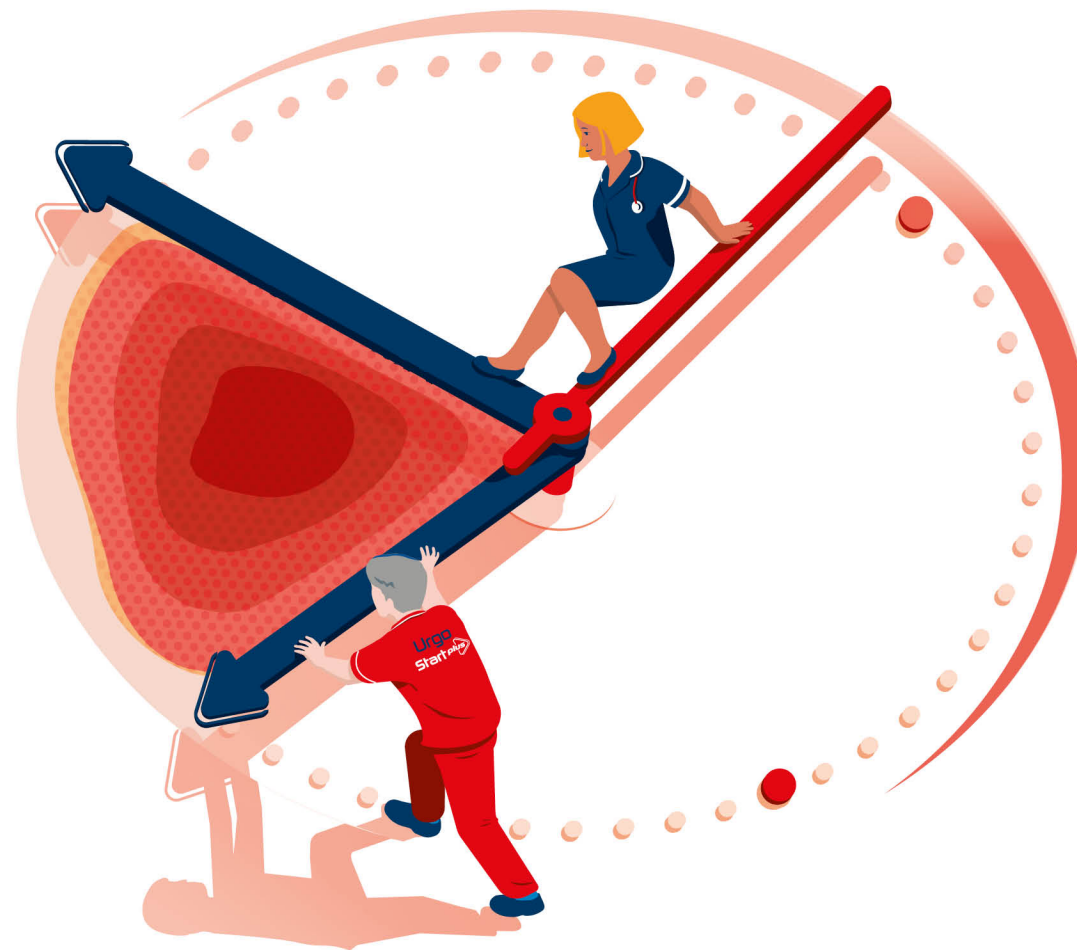
JOANNE NICHOLS
Team Lead, Bellingham District Nursing,
Northumbria Healthcare Foundation Trust

WHY DOES THIS ALL MATTER?

Why does this matter?

Play slide-28-why-does-this-matter.mp4

Return to Healing Even Sooner

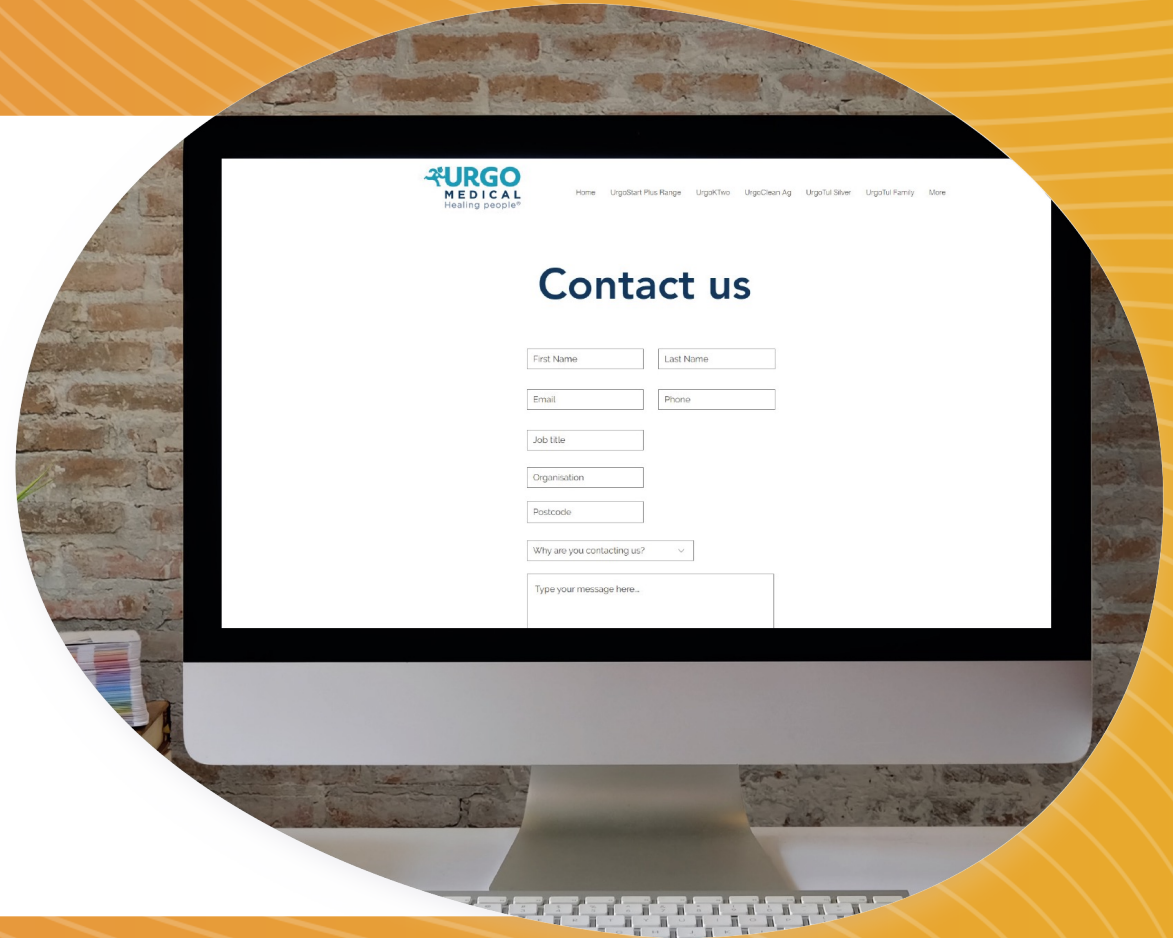


FOR MORE

INFORMATION

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www.urgostartplus.co.uk/contact-us



DOWNLOAD

YOUR

CERTIFICATE



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URGOCLEAN AG

11
APR
13:00



CLEAN AND KILL INFECTION WITH URGOCLEAN AG



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