ISSUE 10 Autumn 10

WoundFORUM

Sharing European Wound Management Experiences

Zetuvit® Plus tested in clinical practice

The new super absorbent wound dressing to deal with heavily exuding wounds

Every cloud has a silver lining

The recent press about silver dressings

Prize spot the difference

NHS Reforms

Comment from Mr Roger Styles, Managing Director PAUL HARTMANN Ltd

What's New?

The Hydrofilm® and Zetuvit® ranges have new additions

For fast effective absorbtion and retention of exudate - add a plus to Zetuvit®

Rapid absorbtion of wound exudate
Thanks to the blend of cellulose fluff and fluid retaining super absorbant polymer (SAP), excess fluid is quickly absorbed and guided away into the core which considerably reduces the risk of exudate accumulation.

Excellent softness
Zetuvit® Plus is extremely soft, has no sharp or prodruding edges, providing additional relief for wounds and wound margins.

High-wearing comfort
Due to the high proportion of cellulose fluff in the product, Zetuvit® Plus has an excellent padding effect right from the start of the treatment.

Optimum cost effectiveness
Zetuvit® Plus is the economically sensible solution when treating heavily exuding wounds. It's excellent absorbtion and retention capacity reduces the frequency of dressing changes and affords protection against renewed infection.

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WoundFORUM

Welcome

to the Autumn Edition of WoundFORUM

Here at HARTMANN we are continually striving to reduce our impact on the environment, if you would prefer to receive Wound Forum via email, please do not hesitate to contact me with your email address details.

Welcome to the latest issue of WoundForum the publication from the wound management division of PAUL HARTMANN (GB) Ltd.

Managing high levels of exudate continues to be a hot topic and the market has seen a dramatic increase in the use of 'Super Absorbent' products. Zetuvit Plus is the latest addition to the Zetuvit family of absorbent dressings and in this issue we put the range to the test in clinical practice.

The current economic climate is certainly challenging as we await the full impact of the coalition government and the reforms to the National Health Service. In this issue you will find comment from Mr Roger Styles, Managing Director PAUL HARTMANN (GB) Ltd, as we prepare for change.

Also in this issue turn to page 9 where you will find a discussion regarding the current press surrounding silver dressings. We would very much like to hear your views on this topic and so please feel free to get in touch via our electronic helpline and reference your message 'WoundForum Silver'. helpline@uk.hartmann.info

Finally, find our spot the difference competition at the back of this issue, where you could win £25 worth of books for your department.

WoundForum is distributed free of charge, twice a year. If you would like to subscribe or if you have any suggestions for topics for future issues please do not hesitate to contact me.

Enjoy reading and see you in the Spring.

Sally Ellis
Product Manager – Wound Management
Business Development Team, Paul HARTMANN Ltd
sally.ellis@uk.hartmann.info

Free in this issue

Congratulations to Alison Goodson, District Nurse within West Sussex PCT, she wins £30 of books after successfully identifying the HARTMANN products hidden within last issues prize word search.

Introducing Zetuvit® Plus

Super absorbent wound dressing pad for the treatment of superficial, heavily exuding wounds

A new addition to the Zetuvit® range

Zetuvit® Plus has a unique combination of absorption capacity, softness and cushioning making it the ideal choice for exudate management.

Rapid absorption of wound exudate

Thanks to the blend of cellulose fluff and fluid retaining super absorbent polymer (SAP), excess fluid is quickly absorbed and guided away into the core which considerably reduces the risk of exudate accumulation.

Excellent Softness

Zetuvit® Plus is extremely soft, has no sharp or protruding edges, providing additional relief for wounds and wound margins.

High-wearing comfort

Due to the high proportion of fluff in the product, Zetuvit® Plus has an excellent padding effect right from the start of treatment.

Optimum cost effectiveness

Zetuvit® Plus is the economically sensible solution when treating heavily exuding wounds. It's excellent absorption capacity leads to fewer dressing changes which means less material is required.

- In laboratory tests using protein containing test solution, Zetuvit® Plus exhibits the fastest absorption of exudate; the best absorption capacity under pressure and a free absorption capacity equal to that of the market leading competition[1]
- Zetuvit® Plus is indicated for superficial, heavily exuding acute and chronic wounds and has no known contraindications.

[1] Internal laboratory testing, data on file, February 2010.

Product	Size	Pack	Hartmann Code	NHS Code
Zetuvit® Plus Super absorbent wound dressing pad	10cm x 10cm	Pack of 10	413710	EME046
	10cm x 20cm	Pack of 10	413711	EME047
	15cm x 20cm	Pack of 10	413712	EME048
	20cm x 25cm	Pack of 10	413713	EME049
	20cm x 40cm	Pack of 5	413714	EME050

Available now via NHS Supply Chain on-line catalogue

Drug Tariff listing from 1st November

If you are interested in more information on Zetuvit® Plus and to receive a free sample please contact sally.ellis@uk.hartmann.info

Zetuvit® Plus tested in clinical practice

Dealing effectively with heavily exuding wounds

Summary

A clinical application study was conducted to evaluate the wound healing supporting effect, tolerance and application characteristics of the new Zetuvit® Plus absorbent dressing pad. A total of 61 patients with chronic ulcers, mainly of venous origin, and non-chronic, predominantly surgical wounds were treated for an average period of 10 days. The wounds were on average 5 months old at the start of treatment.

An overall improvement in the wound status was observed during the course of treatment: wound exudation was markedly reduced and there was an accompanying decrease in the number of infections. There was a steady decrease in the number of patients complaining of wound pain.

Overall, the attending personnel and the patients were very satisfied with the Zetuvit® Plus treatment. For more than 90 % of the treated wounds, the attending personnel rated not only the general impression but also the application characteristics and various product properties as “good” or “very good”. The high absorption and binding capacity of the absorbent dressing pad contributed substantially to this result. Treatment with Zetuvit Plus also met with very high acceptance among the patients. More than 90 % of the patients had a “good” or “very good” overall impression of the treatment with Zetuvit Plus. The tolerance and patient comfort were major factors in this respect.

Zetuvit® Plus

Zetuvit® Plus is a wound dressing particularly suitable for the management of heavily exuding wounds. It binds wound exudate rapidly and reliably retains it within the absorbent core. This exudate removal eliminates inhibitory factors from the wound, thus promoting wound healing. The high absorption and retention capacity reduces the frequency of dressing changes and affords protection against renewed infection. Zetuvit® Plus also has a good padding effect ensuring that the wound margins are not irritated.The combined absorbent dressing pad consists of four layers of different materials.

The dressing core is made from soft cellulose fluff blended with fluid-retaining polyacrylate. The absorbent core is enclosed in a thin non-woven fabric that uniformly distributes the fluid. On the side facing away from the wound, the product features a special water repellent non-woven that is permeable to air. The entire product is enclosed in a soft two-layer outer non-woven. The outer surface of the non-woven consists of hydrophobic polyamide fibres which do not absorb fluid, preventing it from sticking to the wound. The inner surfaceof the non-woven consists of hydrophilic cellulose fibres and has high capillary activity.

Effective wound treatment should be phasespecific (1) and support the physiological healing process by eliminating interfering factors.

An important part of wound healing is the exudation phase, in which the wound is cleaned by the cells migrating into the wound area (2). Problems arise if this phase is prolonged and the exudate which initially promotes healing exerts harmful effects on the periwound area and no longer contributes to the healing process. Excessive exudation is observed not only in chronic wounds, but often also in bacterial superinfections of acute wounds. Under these conditions, bacterial constituents stimulate the release of pro-inflammatory mediators by activating specific surface receptors of inflammatory cells (3, 4). Vascular cells respond to this situation with increased permeability, which explains the sometimes marked tendency of these wounds to exudation.

Proper exudate management must therefore ensure that excess exudate is removed from the wound. On the other hand, it is important that dressing changes should not be more frequent than necessary in order to avoid disturbing the wound rest, which in turn could cause renewed bacterial contamination.

The need to satisfy these requirements resulted in the development of the highly absorbent dressing pad Zetuvit® Plus, which is particularly suited for the effective removal of bacterially contaminated exudate from heavily exuding wounds.

This study was performed to determine how far the new wound dressing pad meets the requirements of clinical practice.

Multicentre study with 61 patients

A multicentre study was conducted in 61 patients with wounds of varying etiology to evaluate the wound healing supporting effect, tolerance and application characteristics of Zetuvit® Plus. 15 attending personnel documented the course of the study over an average period of 10 days with three dressing changes, and with the final dressing change simultaneously being the concluding examination. At the initial examination, data on the patient's age, gender and general condition, the age of the wound and additional therapeutic measures were recorded. The success of the wound treatment with Zetuvit® Plus was assessed on the basis of the exudate management and the incidence of infections. Anomalies in the periwound area and the occurrence of pain were also documented.

After completion of the treatment with Zetuvit® Plus, the attending personnel assessed the wound dressing pad on the basis of the course of treatment, its application characteristics and various product properties and also indicated the extent to which the product had fulfilled their expectations. The patients were also asked to state how satisfied they were with the product and also about the tolerability and user comfort during treatment with Zetuvit® Plus.

Indications

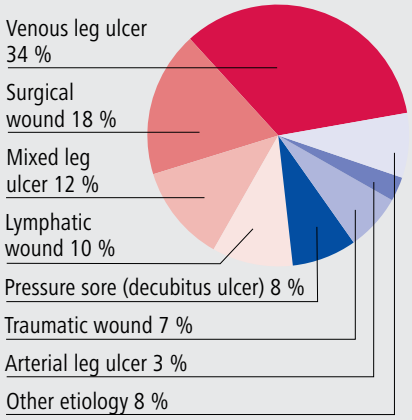

Fig. 1: Etiology of the treated wounds

More than 80 % of the patients had moderately or heavily exuding wounds and less than half had infections.

The majority of the patients were suffering from wounds associated with moderate or heavy exudation, including both chronic wounds such as venous ulcers and nonchronic, e.g. surgical wounds.

The 34 female and 27 male patients had an average age of 68 years. In 18 % of cases the general condition of the treated persons were described as "very good". In more than half of the patients, the state of health was classified as "age-appropriate" and in 26 % as "debilitated".

67 % of the patients were suffering from a chronic wound, 34 % of the wounds had been diagnosed as venous leg ulcers (ulcus cruris venosum).

The other chronic wounds were classified into
mixed leg ulcers (12 %), lymphatic wounds (10 %), pressure sores (8 %) and arterial leg ulcers (3 %). Of the non-chronic wounds (25 %), well over one half were consequences of a surgical intervention (total 18 %) and 7 % of the wounds were the result of an injury.

While the attending physicians and nursing personnel initially observed signs of a clinical wound infection in every second patient, at the end of treatment 74 % of the wounds were free from infections.

Infections

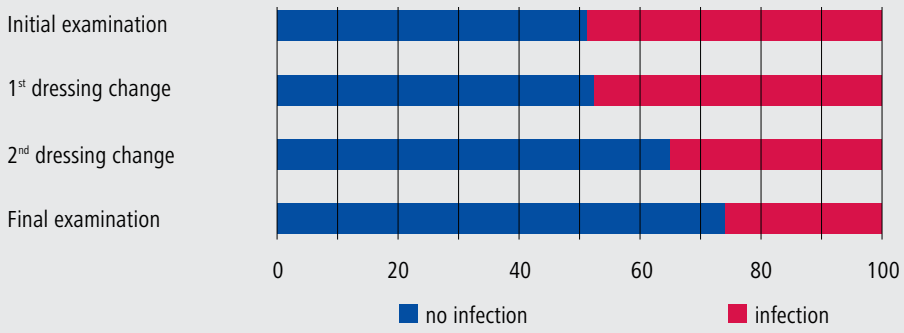

Fig. 2: The number of infections decreased during the course of treatment.

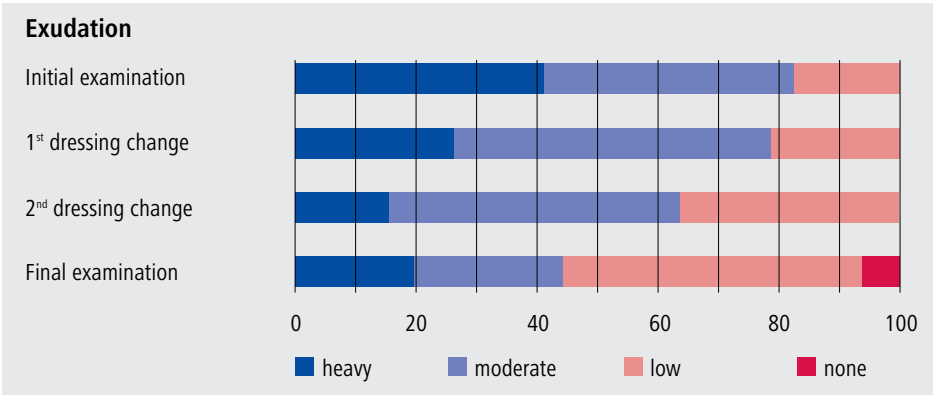

Fig. 3: The proportion of heavily exuding wounds was halved from 41 % at the start of the study to 20 % at the final examination.

The effective wound management with Zetuvit® Plus led to an overall reduction of wound exudation. While at the start of the study 82 % of the wounds were reported to be moderately or heavily exuding, at the final examination only 44 % fell into these categories.

The periwound area was also protected from damage by elimination of the excess exudate. Irritations of the wound margins decreased significantly during the course of treatment, resulting in a doubling of the proportion of periwound areas without irritation from 21 % at the start of the study to 43 % at the final examination.

A decrease in wound odour was also documented. While at the start of the study 61 % of the wounds had a slight to strong odour, at the final examination only 28 % of the wounds were affected by slight or moderate odour production.

Fewer patients complained of wound pain

The removal of tissue damaging exudate and the associated decrease in infections meant that the number of patients complaining of wound pain steadily decreased during the course of treatment. While at the start of treatment 45 % of the patients were still suffering moderate or severe pain, this proportion decreased to 19 % during the course of treatment. At the same time, the proportion of pain-free patients increased from 16 % to 39 % during the course of treatment.

Positive assessment by attending personnel

The physicians and nursing personnel concluded that the state of the wound had significantly improved during the course of treatment with Zetuvit® Plus. In 43 % of cases the state of the wound was assessed as improved and in 36 % of cases as markedly improved at the end of the study. In no case an impairment of the wound status was found. The product properties and the application characteristics of the new Zetuvit® Plus were highly valued by the attending personnel.

For more than 90 % of the treated wounds, the persons questioned rated Zetuvit® Plus as "good" or "very good" as regards its absorption capacity for wound exudate and its wearing time on the wound. The absorbent wound pad owes this positive assessment to its particularly high absorption and binding capacity.
The hydrophobic outer surface made the absorbent pad easier to remove on changing the dressing, with the result that this property was rated by the attending personnel as "good" or "very good" in 88 % of cases. The attending personnel had a "very good" or "good" overall impression of 93 % of the treatments with Zetuvit Plus. In 61 % of these cases, the expectations of those questioned were fulfilled and in 25 % of cases were even exceeded. For 3 % of the treated wounds they considered that their expectations "tended not to have been fulfilled". After 85 % of the treatments the treating persons stated that they would use Zetuvit®.

High acceptance among patients

Treatment with Zetuvit Plus also met with very high acceptance among the patients. More than 90 % of the patients rated the product as "good" or "very good" with regard to user comfort and tolerance.

This high level of patient satisfaction is attributable to the special properties of the wound dressing pad. Thanks to its combination of materials it is very comfortable in contact with the skin and exerts a good padding effect. As a result, 95 % of the patients reported having a good or very good overall impression of the treatment with Zetuvit Plus.

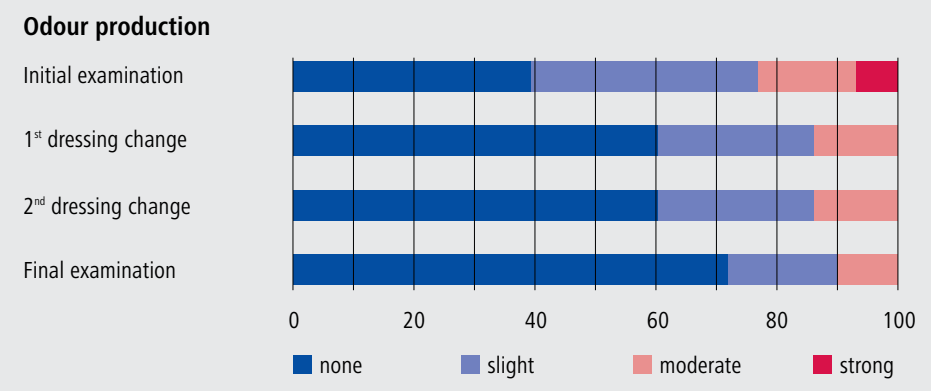

Fig. 4: At the end of the treatment only 28 % of the wounds had a slight or moderate odour.

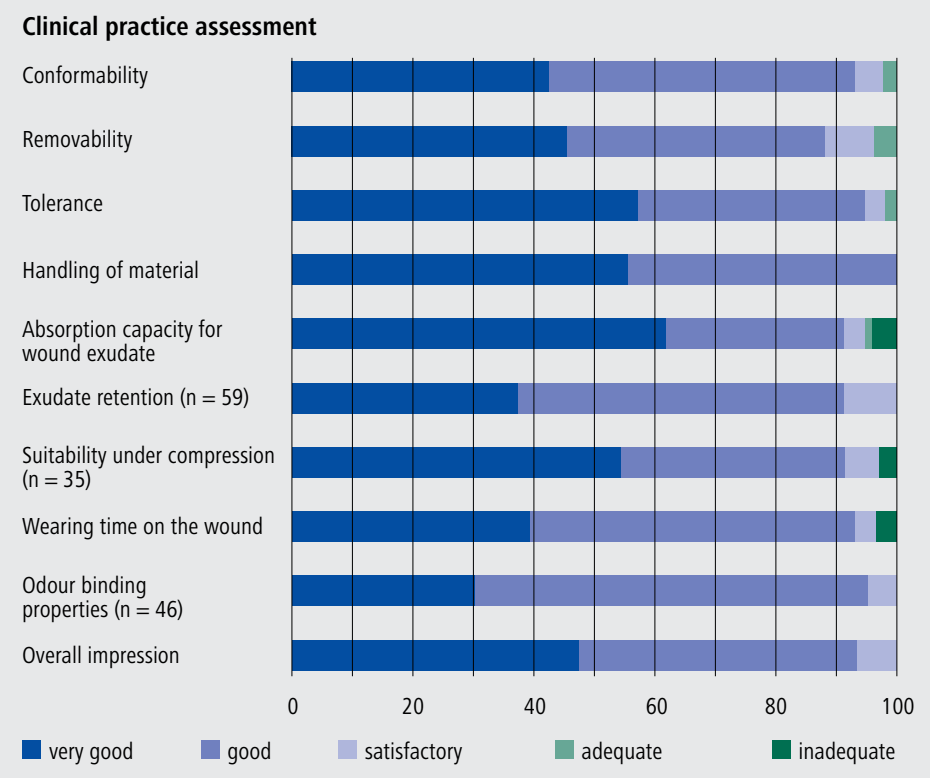

Fig. 5: Almost all the properties of the new Zetuvit Plus were rated as "good" or "very good" for 90 % of the treated wounds.

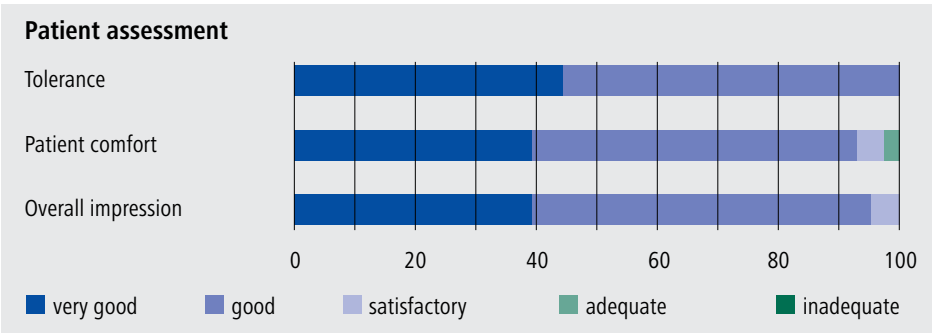

Fig. 6: More than 90 % of the patients rated the product as "good" or "very good" in terms of patient comfort and tolerance.

Conclusion

The results of this clinical application trial confirm in vitro data from laboratory investigations and distinguish Zetuvit Plus as an absorbent dressing pad with high absorption and binding capacity for wound exudate combined with patient comfort. These properties result in:

- effective exudate management
- a low frequency of dressing changes
- protection of the periwound area
- high patient comfort
- cost and time savings

and therefore fulfil the requirements placed on a wound dressing pad in clinical practice (5).

The use of Zetuvit Plus is therefore indicated when excess exudate has to be eliminated effectively and economically from heavily exuding wounds. This was demonstrated in the present study both for heavily exuding, chronic wounds and for heavily exuding surgical wounds.

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Dr. Daniela Kaspar
Department Clinical Application Studies
PAUL HARTMANN AG
89522 Heidenheim
Germany

A response to the Daily Mail article on the use of silver wound dressings

The Daily Mail reported earlier this year that the NHS wastes millions of pounds on silver wound dressings that do not work. (http://www.dailymail.co.uk/health/article-1266093/NHS-wastes-25m-silver-dressings-dont-beat-bugs.html).
This statement was made following the publication of a clinical trial comparing silver-containing dressings in venous leg ulcer treatment. (Michaels et al, 2009:VULCAN trial) and has provoked reaction from all areas within the UK field of wound management.

Some people may conclude from the Vulcan trial results that silver dressings are not valid in the treatment of critically colonised/locally infected wounds and the recent press may cause some patients to refuse silver dressings on the basis that they simply do not work.

Silver has been used as an antibacterial for centuries. In fact, the saying "born with a silver spoon in one's mouth" is largely based on the fourteenth century practice of placing silver spoons in the mouths of wealthy children to protect them from bacteria. Nowadays there is much well published evidence on the efficacy of silver wound dressings with many key opinion leaders advocating it's (appropriate) use.
One good thing to come from the Vulcan Study is the fact that it has motivated many experts in the field of wound care and tissue viability to make their opinions known and a general consensus is forming with regard to clinical evidence available for wound dressings. Are randomised control trials the way forward? Many think not as each and every patient is different, every wound aetiology different and there are many alternative forms of clinical evidence available. The article by Gottrup et al (2010) addresses this subject with the authors stating:

'Evidence based medicine is not restricted to randomised control trials and meta-analysis, but involves exploration of all types of best external evidence with which to answer our clinical question. Prospective cohort studies may be particularly helpful, especially when cost and resource use are the major outcomes of interest, as background information on the natural progression towards healing can be obtained.'
A working group has been formed, directed by Wounds UK and funded by manufacturers, as a result of concern arising from the Vulcan trial. From this a set of 'Best Practice Guidelines' on the use of topical antiseptic/antimicrobial agents in wound management was published in June.

The broad assumptions made by the Vulcan trial may damage the use of silver dressings in practice, however, HARTMANN would like to assure customers purchasing Atrauman Ag (non adherent primary contact layer impregnated with silver) that due to the mode of action, low release of silver ions, efficacy and cost effectiveness of the dressing, you can be confident of safe and effective treatment.

References

Michaels JA, Campbell B, King B, Palfreyman SJ, Shackley P, Stevenson M (2009) Randomised controlled trial and cost-effectiveness analysis of silver-donating antimicrobial dressings for venous leg ulcers (VULCAN trial). Br J Surg 96 (10): 1147 – 56

White R, Kingsley A (2010) Silver dressings in the light of recent clinical research: what can be concluded? Wounds UK, 2010, Vol 6, No1

Daily Mail Online
www.silver-colloids.com 'A brief history of the health support uses of silver'

Roger Styles
Managing Director, Paul Hartmann Ltd

NHS Reforms hand purchasing power to GP Consortia

We hope you will enjoy our Autumn 2010 issue, and thank you for taking the time to read our news.

One of the many steps taken by the new coalition government was the issue of the 61 page White Paper "Equity and Excellence: Liberating the NHS" which proposes the devolution of NHS Primary Care financial budgets down to GP level and the scrapping of both Strategic Health Authorities and Primary Care Trusts.

These proposals will of course have been thought through and discussed, albeit behind closed doors, well before the publication was available to read. For the general public, this announcement was of less consequence than for example VAT going up to 20% or a pay freeze in the public sector. But for the medical professionals who are our customers and for companies in the Healthcare Industry the White Paper has serious implications. Likewise the follow up document "Liberating the NHS: A report of the arm's length bodies review" which examined 18 Healthcare-related government organisations (Agencies, Commissions, Inspectorates, Regulatory Authorities etc.) and recommended reducing these to only 8 by abolishing some, combining others, and reallocating some functionality to other parts of the NHS will also have a significant impact.

One key strategic change is the devolution of power, responsibility for commissioning services, and financial budgets to GP's and their local practice teams. Each GP practice will be legally obliged to join and work in a consortium. The GP consortia will be responsible for a budget of £80 billion.

Other key announcements include: -

- SHA's and PCT's to be abolished by 2012 and 2013 respectively
- NHS Management costs to be reduced by more than 45% over 4 years
- The Department of Health will have less NHS functions
- NICE will be strengthened with an additional 150 quality standards to be developed
- An independent NHS Commissioning Board will be established with Monitor (The Regulator of NHS Foundation Trusts) being appointed as an economic regulator
- The role of the Care Quality Commission will be strengthened

As the details of these proposals become clearer we will be assessing their potential impact on our business and our customers in the coming months.

Of course the NHS is very accustomed to "change". I decided to look up a quotation on change and found the following, which I think is very appropriate…

"If we don't change direction soon, we'll end up where we're going" - from Professor Irwin Corey. It also seems appropriate that this gentleman, born in 1914 and apparently still going strong, is not a real professor as such…he is actually an American vaudeville comic and actor. Perhaps we shall all need more than just a sense of humour to deal with the changes that will happen in the NHS in the coming months!

We would like to hear your views on the changes to the NHS, How will they affect you and what are your feelings about increased GP responsibility? Email sally.ellis@uk.hartmann.info

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- Adheres upon contact

Hydrocoll® is available now via the NHS catalogue and Drug Tariff

What else is new?

2011 will see the start of the first Professional Development Group for the HARTMANN wound management division. Made up of 14 experts from the field of wound care and tissue viability the group has been formed in order to:

- review and develop educational material
- advise on product innovation and development
- advise on the development and update of Wound Management training programmes and/or sessions
- be involved in project work as identified

The group will meet for the first time in February at the HARTMANN GB offices and later in the year will visit PAUL HARTMANN AG in Heidenheim, Germany.

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