Terumo Interventional Systems Targets Growth With New Focus on U.S. Urology Specialty

The Associated Press

Terumo Interventional Systems, a business unit of Terumo Medical Corporation, today announced the launch of a new, dedicated group focused on direct sales, marketing, support and distribution of key products to the urological specialty beginning April 1, 2013.

The move is part of the company's commitment to strengthening a direct relationship with urologists nationwide that currently use its market-leading GLIDEWIRE@ Hydrophilic Guidewire family of products.

GLIDEWIRE@ guidewires have captured 94 percent of the Hydrophilic guidewire market and are used in about one-third of all minimally invasive urological procedures in the U.S. GLIDEWIRE@ guidewires are valued for consistent performance and fast, reliable access management. This new strategy marks the end of a distribution agreement of GLIDEWIRE@ guidewire products to U.S. urology customers between Boston Scientific Corporation and Terumo Interventional Systems.

"Terumo Interventional Systems is extremely excited about taking our urology business direct and we are committed to meeting the growing demands of this important customer base," said James Rushworth, President, Terumo Interventional Systems and Onset Medical Corporation. "Combined with our recent acquisition of Onset Medical, we are poised to offer innovative access systems to the urology specialty and intend to leverage world-class technology with our existing robust distribution, supply, and service capabilities to forge strong physician relationships. Terumo Interventional Systems plans to introduce a steady stream of devices inspired by clinical performance, economic advantages, and improved quality of life for patients." About the Urology Market According to market research by Millennium Research Group, Inc., the expanding U.S. urological device market is expected to reach $2.3 billion by 2016. Each year, approximately 685,000 patients undergo kidney stone management procedures and the number is expected to steadily increase as more patients and physicians opt for minimally invasive treatments.

Terumo Interventional Systems has already begun notifying urology customers of the transition and is providing assistance to ensure uninterrupted product supply, service, and support.

For additional information about Terumo Interventional Systems and its products, visit www.terumois.com or [1] contact Robert Murphy, Jitsu Public Relations, at (908) 276-0777 or contact@jitsupr.com [2].

Terumo Interventional Systems

Terumo Interventional Systems (TIS) is a strategic business unit of Terumo Medical Corporation. As a market leader in entry site management and lesion access, TIS is committed to pursuing unique technologies designed to enhance treatment of coronary and peripheral endovascular diseases as well as driving strategic initiatives focused on Critical Limb Ischemia, Complex Coronary Intervention and Transradial Access.

TIS directly markets a full line of guidewires, catheters, introducer sheaths, guiding sheaths and embolization products for use in a multitude of different interventional procedures.

Terumo Medical Corporation
Founded in 1972 as a Terumo Corporation subsidiary, Terumo Medical Corporation (TMC) develops, manufactures, and markets a complete, solutions-based portfolio of high-quality medical devices used in a broad range of applications for numerous areas of the healthcare industry. TMC is comprised of two business divisions: Terumo Interventional Systems and Terumo Medical Products.

The company places a premium on providing customers with world-class products, training and education programs that drive clear economic value, better clinical outcomes and improved Quality of Life for patients.

Terumo Corporation
Tokyo-based Terumo Corporation is one of the world's leading medical device manufacturers with $5 billion in sales and operations in more than 160 nations. Founded in 1921, the company develops, manufactures, and distributes world-class medical devices including products for use in cardiothoracic surgery, interventional procedures, and transfusion medicine; the company also manufactures a broad array of syringe and hypodermic needle products for hospital and physician office use. Terumo contributes to society by providing valued products and services to the healthcare market and by responding to the needs of healthcare providers and the people they serve.

Terumo Corporation's shares are listed on the first section of the Tokyo Stock Exchange (No. 4543, Reuters symbol <4543.T>, or Bloomberg 4543: JP) and is a component of the Nikkei 225, Japan's leading stock index.

Source URL (retrieved on *12/11/2013 - 9:01pm*):
http://www.mdtmag.com/news/2013/02/terumo-interventional-systems-targets-growth-new-focus-us-urology-specialty?qt-most_popular=0

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[1] http://www.terumois.com or
[2] mailto:contact@jitsupr.com