

# Richard Wolf News

Super Bright and Super Quiet ....

01/2015

Endolight LED 2.2

Endolight LED 2.1



... Endolight LED 2.1 and 2.2

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- CHINA SALES MEETING IN KNITTLINGEN
- ENDOUROLOGICAL SYMPOSIUM IN HAMBURG
- ARAB HEALTH 2015
- FIRST 3D CAMERA BUYER IN INDIA



Dear business partners:

*"Grow. Profitably. Together." Our commitment will continue to be directed toward this objective in the year 2015. The go-live of our new Logistics and Service Center right at the beginning of the year was an important milestone in relation to our growth strategy. This will further streamline our processes and contribute to even greater efficiency at Richard Wolf.*

*Our objective is also to realign production in the individual lines of business on the basis of so-called lean factors. This means that the customary high-quality products from Richard Wolf will be available even faster in the future.*

*In this connection, we also regard introduction of multi-project management as a pioneering step into the future. This methodology is directed towards making optimum use of the available resources. This means that efforts can be pooled better here and projects can be accelerated. Detailed implementation will involve significantly shortening individual project lead times, increasing delivery punctuality and thereby enhancing profitability.*

*"Grow. Profitably. Together." Our mission is to continue pursuing this objective in a joined-up process.*

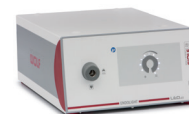
Yours,

A handwritten signature in blue ink, appearing to read "Steinbeck".

Jürgen Steinbeck  
Managing Director

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## Endolight LED 2.1 and 2.2

**Super bright and super quiet**



The new ENDOLIGHT LED 2.X light source generation exceeds the brightness values of 300 watt xenon light sources. We are proud to be offering the new LED power class ahead of our principal competitors. This makes LED lighting the new standard in all endoscopic disciplines. The 30,000 hours LED lifetime means that it is no longer necessary to change the illuminant. In comparison with xenon, the LED light source is 80% more energy efficient. These advantages make this light source economically attractive to customers. The light color of the LED is very similar to xenon and is therefore ideal for operation with the latest digital endoscopy cameras. In addition, the ENDOLIGHT LED 2.X generates virtually no heat in the video tower and the cooling heat pipe module delivers an almost inaudible operation. The unique selling point of the low-noise concept is typical for Wolf endoscopes. It represents a benchmark for high quality and gives us a profile that is quite distinct from the competition. While the manual LED 2.1 light source is already on the market, the LED 2.2 version designed for dialog and **core nova** operation is about to be launched. In this version the amount of light required is adjusted entirely by the camera in a fully automated process.

*Florian Schäfer*

The first fully network-based integrated OR



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## TEM Training Course

In December, Richard Wolf USA completed its second in-house TEM training workshop held in 2014 to complete a good year of growth in the category of transanal surgery. Dr. Theodore Saclarides is a long-standing partner with Wolf for TEM in the United States and he directed the two-day training session. This provided theoretical lectures and a hands-on overview in the Prima Vista Academy on Thursday, December 11<sup>th</sup>, followed by an excellent live case demonstration on Friday, December 12<sup>th</sup>.

TEM remains a distinguishing product offering for Richard Wolf in the United States. Its importance appears to be increasing thanks to the

advent of the new procedure known as transanal total mesorectal excision (taTME). Many surgeons are finding Richard Wolf's existing platform ideal for this new transanal surgical approach, but it remains important that surgeons develop their traditional TEM skills through formats similar to the workshop held last December.

RWMIC is therefore planning two more Prima Vista TEM workshops in 2015, as well as three external courses.

*Evan Mix  
Clinical Specialist*



## 30th European Urologists' Congress in Madrid

Nearly 14,000 delegates and exhibitors from more than 100 countries attended the 30th European Association of Urology (EAU) Congress held in Madrid from the 20<sup>th</sup> to the 24<sup>th</sup> of March 2015. The European Association of Urology provided delegates with state-of-the-art presentations, debates, hands-on courses, and live operations under the guiding principle of "Sharing knowledge – raising the level of urological care". This year, Richard Wolf was represented at the conference with an island booth covering floor space of 72m<sup>2</sup>. A new open-plan booth design concept was complemented by a newly styled meeting room with glass walls and

sea-dune grass around the sides. This refreshing design received positive feedback from attendees. A tripod stand representing the integrated **core nova** operating room (OP) was the central element of the booth. Each of the three pillars provided a perfect setting for the interdisciplinary highlight products from Richard Wolf. It also allowed visitors to appreciate the interplay of **core nova**, Endocam Epic 3D HD, and Urology portfolio. The stars of the show were the flagships COBRA and BOA vision. The "pre-launch" of the urological single-use, disposable products was also a resounding success. Integration of these products in the urological portfolio allows

customers to obtain all their equipment for certain interventions from a single source. A number of monitors installed at the booth and the use of realistic presentation models enabled visitors to benefit from presentations of Wolf products and also allowed interplay between products to be demonstrated. This focus on visual presentation was particularly enhanced by a fantastic endo-image in the case of the sensor ureterorenoscopes. It sparked the interest of visitors and was effective in directing their attention to these stations.

*Andrea Vonier & Thorsten Geyer*



## 4. Barmbek Endourological Symposium, Hamburg



On the 13<sup>th</sup> and 14<sup>th</sup> of February 2015, the "4<sup>th</sup> Barmbek Endourological Symposium" was held on the subject of "Upper urinary tract: URS/PCNL Course for Early-career and Advanced Surgeons". This symposium was organized by the

Endourology Working Group of the Academy of German Urologist in the Department for Urology of the Asklepios Hospital Barmbek. Leading urologists from across the country came together at the symposium to exchange

views and ideas in forums involving live surgical interventions and hands-on workstations focusing on semirigid/flexible URS, micro, mini and macro PCNL, and laser lithotripsy. A key aim of the symposium was also to provide specialist expertise to urologists at the beginning of their careers.

Richard Wolf had a high profile throughout the symposium and featured an impressive live demonstration of BOA vision by Professor Homburg from Hamm. He demonstrated its use in an outstanding presentation with the MegaPulse 30+ laser. The COBRA vision was also a subject of enthusiastic praise in the live operation by Professor Goss, course leader and Chairman of the Working Group on Endourology.

The hands-on part was provided by means of 5 flexible sensor URS workstations and 3 mini PCNL workstations including MegaPulse 30+ Lasers.

*Andrea Vonier & Thorsten Geyer*

## Laryngotracheal Surgery Course held at Prima Vista in Cooperation with Klinikum Stuttgart



From 25-27<sup>th</sup> of February 2015, a course on the "Surgery of the Laryngotracheal Junction" was held at the Prima Vista in Knittlingen and Klinikum Stuttgart. The first day included a hands-on training session that brought more than 60 ENT surgeons from around the world to Richard Wolf's Prima Vista Academy. The course was led by distinguished faculty Professor Christian Sittel and Dr. med. J.-Constantin Kölmel from Klinikum Stuttgart. 24 of the 62 participants worked directly at the hands-on stations, while a video feed streamed live into the Prima Vista conference room allowed the remaining delegates to view the training session remotely. The course

content included several advanced surgical procedures to treat disease at the laryngotracheal junction, such as Laterofixation by Lichtenberger, Aryteidectomy, Thyreoplasty, Aryrotation, Cricotracheal Resection and Laryngotracheal Reconstruction. Additional workstations were also set up in the foyer of the Prima Vista Academy featuring sinus surgery and bronchoscopy on training models. These stations were a focus of interest for many attendees during the lunch and coffee breaks. At the end of the day, participants were also invited on a company tour to experience the production processes that create our endoscopes and instrumentation. The last

two days of the course featured instruction and live surgery demonstrations held at Klinikum Stuttgart. The course was a major success for Richard Wolf and a record-breaking 62 attendees participated in the Prima Vista workshop. A further program of similar courses is being considered for the future in cooperation with the faculty of medicine at Klinikum Stuttgart and other distinguished surgeons in the otorhinolaryngologist community.

*Derek Crow*

## ARAB HEALTH 2015



Arab Health is the "Heart of Global Healthcare Trade" held in the Middle East. This is an ideal platform for exhibiting innovative medical products to global visitors under one roof in a regional and international context.

Richard Wolf was a Gold Sponsor and represented benchmark high-tech German technology with its flagship "Spirit of Excellence" among a total of 4,000 exhibitors. The exhibition at the Dubai World Trade Centre attracted 120,000 visitors between the 26<sup>th</sup> and 29<sup>th</sup> of January 2015.

The remarkable booth profile provided a demonstration of our highlight products from various disciplines including the Epic 3D HD, **core nova** in an actual operating room, SecuFix Manipulator, 3.8mm Hysteroscope, flexible single and dual channel sensor ureterorenoscopes

(BOA & COBRA vision), ERAGON modular mini-instruments, the KeyPort flex System, and an excellent product range in the fields of Spine, Ortho and ENT.

Our significant success was due to the presence of all our Product Managers from the different specialties. They were able to respond to the inquiries of visitors by providing information and technical expertise.

All of our distributors around the world, and particularly those in the Middle East, took advantage of this excellent opportunity to sponsor their VIP customers to visit our booth. They were able to finalize deals and open windows to new business leads by presenting the wide range of products. Distributors also made use of the exhibition to conduct negotiations with our management. Health is a matter of trust and at Richard Wolf

we enhance and expand our respected products in the UAE and GCC healthcare market to meet key demands in the healthcare sector.

We look forward to welcoming you to our booth once more at the upcoming events OBS/Gyne Congress (March 29 - April 1, 2015) and Hospital Build (June 8-10, 2015).

The photo shows (from left to right): Florian Schaefer, Etem Ihtiyar, Peter Heinze, Vijai Pillai, George Zimmermann, Raimund Halder, Volker Maute, Jürgen Steinbeck, Rene Levin, Mehrnaz Mostatab, Timo Haller, Stefan Gillé, Marko Petack, Dirk Göthel, Benjamin Seidenspinner, and Ali Wasfy.

*Etem Ihtiyar*

## First 3D Camera Buyer



Richard Wolf is delighted to announce Dr. Mehul Sukhadiya of "Sumiran Women's Hospital", Ahmedabad, India as the first proud owner of the Richard Wolf state-of-the-art 3D HD Endoscopy Camera System in the entire

world. Dr. Sukhadiya is a distinguished surgeon who regularly performs advanced and complex surgeries in the field of gynecological endoscopy. He is also a respected university educator with a long track record of teaching.

Richard Wolf has entered into collaboration with Sumiran Hospital, located in a very promising region of India, as a Centre of Excellence for training in gynecological endoscopy. We would like to congratulate our distributor Aditya Ajmera of Chimco Bio Medical Engg. Co., Mumbai, for facilitating this prestigious cooperation.

*Aditya Ajmera*



Photo top (from right to left) : Jürgen Steinbeck, Dr. Sukhadiya (first 3D camera customer from India), Aditya Ajmera (Chimco).

## CHINA SALES MEETING in Knittlingen

### NEWS FROM HEADQUARTERS



### ***Comprehensive changes in 2015 following the new sales structure.***

For the first time ever, we were able to welcome all of our 17 authorized Chinese distributors in Knittlingen. 29 enthusiastic guests from all over China attended our sales meeting held from January 14 – 16, 2015. The first day was packed with presentations and discussions focusing on our new sales structure with a new order and distribution process. We also presented the procedure for repairs at our Shanghai service

center, where we have the ability to repair flexible scopes and e-devices. The day featured a sales training session for flexible URS by Uwe Spitzmueller and provided valuable information about our corporate ID/design. We also introduced a new specially designed logo for our Chinese distributors. It identifies them as exclusively authorized by Richard Wolf for a defined region and/or discipline. After two days of hard work, we enjoyed a trip to Strasbourg/France. On the last day, our meeting was rounded off with a tour

through the historic city center giving our guests an opportunity to experience the city of Strasbourg through shopping and dining. The meeting promoted team spirit and we are confident it has helped to establish a platform for developing the Chinese market with our new structure.

*Andrea Lorenz & Carolin Frey*



## Congresses and Workshops 2015

### May:

07.05. - 09.05.	1st Congress of the Society of Endometriosis and Uterine Disorders	Paris/France	Gyn
09.05.	Modern Proctology 2015	Berlin/GER	Surg
06.05. - 09.05.	56th Annual Conference of the South West German Society for Urology	Friedrichshafen/GER	Uro
13.05. - 16.05.	86th Annual Conference of the German Society	Berlin/GER	ENT
18.05. - 20.05.	Otorhinolaryngology Workshop Mont Godinne	Mont Godinne/Belg.	ENT
20.05. - 21.05.	INTENSIVE Training Course for Full-endoscopic Operations of the Lumbar Spine	Herne, Bochum/GER	Spine
21.05. - 23.05.	AGO State of the Art 2015	Berlin/GER	Gyn
21.05. - 22.05.	ADVANCED Training Course for Full-endoscopic Operations of the Lumbar and Cervical Spine	Herne, Bochum/GER	Spine
24.05. - 25.05.	25th Berlin Arthroscopy Course	Berlin/GER	Ortho
30.05.	„Steritreff“ Meeting 2015	Hamburg/GER	Hyg
31.05. - 03.06.	ESTS 2015 - 23rd European Conference on General Thoracic Surgery	Lisbon/Portugal	ENT

### June:

03.06. - 06.06.	Conference of the European Association for Endoscopic Surgery (EAES) 2015	Bucharest/Romania	Surg
05.06. - 06.06.	5th International Training Course for Full Endoscopic Operations of the Lumbar, Thoracic and Cervical Spine	Istanbul/Turkey	Spine
07.06. - 11.06.	3rd Congress of European ORL-HNS	Prague/CZ	ENT
07.06. - 11.06.	10th Biennial ISAKOS Congress 2014	Lyon/France	Ortho
10.06. - 12.06.	MIC Workshop „Advance“	Dormagen/GER	Gyn
11.06. - 13.06.	41st Joint Annual Conference of the Austrian Society for Urology and Andrology and the Bavarian Urologists' Association	Linz/Austria	Uro
12.06. - 13.06.	German Hernia Society Conference (DHG) 2015	Hamm/GER	Surg
13.06. - 19.06.	17th Practical Course for Abdominal Surgery 2015	Warnemünde/GER	Surg
13.06.	„Steritreff“ Meeting 2015	Würzburg/GER	Hyg
14.06. - 15.06.	ADVANCED Full Endoscopic Spine Surgery	Bangkok/Thailand	Spine
16.06. - 26.06.	Workshop Prudhomme	Nimes/France	Surg

17.06. - 20.06.	EUPSA 2015 - European Pediatric Surgeons' Association	Ljubljana/Slovenia	Surg
17.06. - 21.06.	International AMECRA Congress	Acapulco/Mexico	Ortho
18.06. - 20.06.	9th Northern Conference on Urology	Hannover/GER	Uro
19.06. - 20.06.	AGA Course / Shoulder (Working Group for Arthroscopy)	Berlin/GER	Ortho
19.06. - 20.06.	34th Annual Conference of the Section Pediatric Traumatology of the German Society of Trauma Surgery (DGU) 2015	Coblenz/GER	Ortho
23.06. - 26.06.	Workshop Portmann FESS	Bordeaux/France	ENT
25.06. - 28.06.	14th Garmisch-Partenkirchen Assistants' Seminar	Garmisch/GER	Uro

### July:

02.07. - 03.07.	Knee Workshop Grupo Taper	Porto/ Portugal	Ortho
28.07. - 29.07.	Hip Arthroscopy	Knittlingen	Ortho

### September:

02.09. - 04.09.	Eurospine 2015	Copenhagen/ DK	Spine
04.09. - 05.09.	AGA Course / Knee	Innsbruck	Ortho
07.09. - 09.09.	Advanced Workshop Altona Day Clinic	Hamburg	Gyn
10.09. - 12.09.	EULIS15 3rd Meeting of the EAU Section Urolithiasis	Alicante/ Spain	Uro
16.09. - 19.09.	Abdominal Medicine 2015	Leipzig	Surg
17.09. - 19.09.	SCGP Workshop	St.Malo/ France	Surg
17.09. - 19.09.	32nd Congress of the Working Group for Arthroscopy (AGA)	Dresden	Ortho
17.09. - 19.09.	TUR School Professor Schmelz (engl.)	Knittlingen	Uro
10.09. - 12.09.	Cologne-Pforzheim Elbow Days	Cologne	Ortho
23.09. - 25.09.	ESCP's 10th Scientific & Annual Meeting	Dublin / Ireland	Surg
23.09. - 26.09.	67th Congress of the German Society for Gynecology and Obstetrics (DGU)	Hamburg	Uro
24.09. - 26.09.	23rd Annual Conference of the Working Group for Cervix Pathology and Colposcopy	Münster	Gyn
24.09. - 26.09.	11th Endometriosis Congress for German-speaking Countries 2015	Cologne	Gyn

### Workshops

### Imprint

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