

Frost & Sullivan Honours Redsense Medical with the 2008 European Hemodialysis Emerging Company of the Year Award

The 2008 European Hemodialysis Emerging Company of the Year Award is presented to Redsense Medical in recognition of its pioneering Redsense – a unique blood loss detecting device. "Redsense detects the loss of blood during hemodialysis and may save the lives of many patients".

The device consists of an alarm and a sensor patch. The sensor is connected to the alarm using fibre optic technology that sends signals alerting caregivers about potentially fatal blood loss. In this event, the patch smears blood on the sensor patch that triggers the alarm.

"Redsense is a simple, user-friendly device that can be used both at home and in dialysis centres," notes *Frost & Sullivan* Research Analyst Sowmya Rajagopalan. "Further advances have included attaching the device to the dialysis machine, facilitating its functioning."

As the Redsense technology is patented as a generalised blood loss detection device, it can be used for various applications other than hemodialysis. This would essentially broaden the scope of the market and increase revenues. Among the areas of potential application are brain surgeries, catheterisation, angiography and angioplasty.

"With the launch of Redsense, the company has become a pioneer in the field of blood loss detecting devices," remarks Rajagopalan. "With a growing market for self dialysis at home, the importance of, and demand for, Redsense is poised to rise."

The Frost & Sullivan Award for Emerging Company of the Year is presented to the company that has emerged as a significant participant within its industry. "This company is perceived to have exhibited outstanding management, superior market growth, exceptional customer service and the ability to combine technology and successful strategic initiatives" according to Rajagopalan. This company has the exceptional know-how to take advantage of market changes through the execution of innovative strategies within the existing competitive landscape.

Frost & Sullivan Best Practices Awards recognise companies in a variety of regional and global markets for demonstrating outstanding achievement and superior performance in areas such as leadership, technological innovation, customer service, and strategic product development. Industry analysts compare market participants and measure performance through in-depth interviews, analysis, and extensive secondary research in order to identify best practices in the industry.

About Redsense Medical

After a number of incidents with venous needle dislodgement during hemodialysis at a dialysis clinic in Sweden, the clinic's technicians contacted a company specializing in medical technology. This cooperation between medical staff and engineers resulted in the start-up of Redsense Medical in 2006. Redsense Medical has twenty-four employees and offices in Sweden, US and Malaysia. More information: www.redsensemedical.com

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