

USER CENTRIC INNOVATION

Dr Arash Moavenian, Head of Research and Innovation

Arash completed his Doctorate (PhD) at the University of Cambridge in 2012. As Head of Research and Innovation at Welland Medical, Arash and his team are responsible for new product innovation, blue-sky projects and academic and clinical collaborations.

One of Arash's earliest projects at Welland Medical was the selection of the source, supply and grade of medical grade Manuka honey used in the Aurum® ostomy range.

“**THE BEST WAY TO PREDICT THE FUTURE IS TO CREATE IT.**”

Alan Kay

Since then Arash and his team have built a strong collaborative network with universities across the UK to further drive forward and support Welland Medical's research capabilities, with a particular focus to broaden the scope of research in skin health. Arash and his team endeavor to continuously strengthen the research arm of Welland Medical as a basis from which to drive through high impact innovations.

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Research and Development is at the heart of our activities at Welland Medical and central to realising our vision – Innovators in Stoma Care. As a British manufacturing company, established in 1988, we are today a major global player in the field of ostomy, and I have the privilege of working with a strong, passionate and dynamic team delivering the highest quality and innovative products to our end users.

Creating true value through new product development relies on a deep understanding of user needs, challenges and desires. The patient-centric approach we employ, coupled with the inquisitive and skilled development team, headed up by Mark Newton, plays an integral part in ensuring that we provide products that enhance the lives of ostomates, and this underpins our mission. Further, our value proposition extends along the stakeholder chain, ensuring that products are available as widely as possible across different healthcare reimbursement structures and to users around the world.

The ostomy pouch can be perceived as a simple medical device comprising of a collection pouch and a skin adhesive that attaches the bag to the body. However, the plethora of devices and accessory products on the market, each tailored to a particular patient group, presents just one indicator of the complexity in management of a stoma; there are major physical and psychological user considerations in new product design, which include secure yet atraumatic attachment, management of odour, discretion and comfort, and this all presents a stimulating and challenging arena for innovation.

One of our latest innovations, the Aurum® range, builds upon the trusted, natural and effective hydrocolloid formulation we have established for three decades, through the incorporation of Manuka honey into the skin adhesive. This has proven to be effective as an intervention in problematic skin and is being advocated for use in maintaining healthy peristomal skin condition. Another is in the accessories range, where Welland Medical developed the first hydrocolloid-based flange extender in the market, HydroFrame® and more recently launched the revolutionary UltraFrame®, which is the world's thinnest, most conformable and discreet flange extender.

We are increasingly placing focus on supporting and empowering care providers and ostomates with robust scientific and clinical data relating to our innovative products; this is being achieved through broadening our academic collaborations across world-class institutions and continuous strengthening of our in-house research capabilities. Our commitment to high impact innovation drives and motivates our R&D activities and we look forward to continuing to shape the future of ostomy products and improving quality of life for ostomates.

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ARASH AND HIS TEAM ARE RESPONSIBLE FOR NEW PRODUCT INNOVATION, BLUE-SKY PROJECTS AND ACADEMIC AND CLINICAL COLLABORATIONS.