

The health economics

There are many *clinical* reasons to choose KerraMax Care for your patients. But the *practical* and *financial* arguments are equally compelling.



Helps patients get better, faster!

By locking the exudate inside the dressing, KerraMax Care helps to prevent maceration and wound edge breakdown. This minimises the risk of further infection, allowing patients to make a more rapid recovery – and thus reducing the costs of treatment.



Making the best use of your time

The super-absorbency means patients are more comfortable for longer and, with fewer dressing changes, you can use your time in other ways.

More absorption per penny

Given its superior performance, it's perhaps surprising that KerraMax Care is extremely cost-effective – it can actually reduce the cost of the dressings by as much as 57%!

KERRAMAX CARE vs. OTHER SUPER-ABSORBENTS

Brand Name	Size	Price	KerraMax Care Saving
Sorbion® Sachet EXTRA	10 x 20cm	£3.73	56%
Flivasorb®	10 x 20cm	£3.69	55%
Cutisorb® Ultra	10 x 20cm	£3.43	52%
Mextra™	10 x 20cm	£3.43	52%
KerraMax Care	10 x 22cm	£1.65	

KERRAMAX CARE vs. FOAM DRESSINGS

Brand Name	Size	Price	KerraMax Care Saving
Biatain Non-Adhesive	10 x 20cm	£3.83	57%
ActivHeal® Non-Adhesive	10 x 17.8cm	£2.34	29.5%
Allevyn™ Non-Adhesive	10 x 20cm	£3.92	50%
KerraMax Care	10 x 22cm	£1.65	

Order Information

KerraMax Care is available on prescription in 4 convenient sizes and can be ordered through your pharmacy; or contact **Script-easy** on **Freephone 0800 0121 699** or **Fax 01903 875 085**.

Size	Surface area, cm ²	Dressings per box	Price per dressing*	PIP code	NHS Cat Number
10 x 10cm	100	10	£1.26	352-3446	EME045
10 x 22cm	220	10	£1.65	342-3308	EME023
20 x 22cm	440	10	£2.92	342-3290	EME024
30 x 20cm	600	5	£3.33	352-3453	EME025

Crawford Healthcare is a **rapidly growing international company** dedicated to developing innovative treatments and effective dermatological, woundcare and diagnostic products for the care and repair of skin. We've worked closely with healthcare professionals for more than **15 years** and currently supply treatment solutions to over **15 countries**.

For more specific product information and advice, or to place an order, talk to your local **Territory Business Manager** or call **01565 654 920**.



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*Data on file. †Drug Tariff England and Wales, January 2013.

Caring with KerraMax

We're as dedicated to providing the best possible care as you are. So with KerraMax Care™, we believe the *emotional aspects of caring* for someone are just as important as physically changing their dressing – which is why we take our holistic approach.



With KerraMax Care super-absorbent heavy exudate dressings, we've developed a new and improved dressing to absorb fluid from the wound, minimising discomfort and dressing changes for the patient.

KerraMax Care dressings also help increase efficiency and reduce overall treatment cost – **making them the perfect choice.**



His legs were leaking constantly. Not only did he have soggy slippers, but the carpet was soggy, too. I was determined to get him back on his feet.

THAT'S JUST DENISE'S EXPERIENCE WITH WOUND CARE. You can hear more from her and many others at kerramaxcare.co.uk

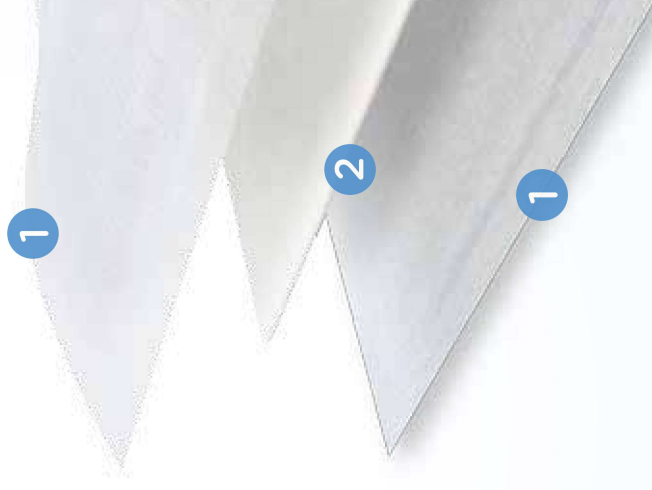


WE'D LOVE TO HEAR YOUR STORY, TOO. IF YOU'VE GOT A TALE TO TELL, ESPECIALLY ABOUT WET WOUNDS, WE'D LOVE YOU TO SHARE IT WITH OTHER HEALTHCARE PROFESSIONALS - FIND OUT HOW AT KERRAMAXCARE.CO.UK

KerraMax Care®

A super-absorbent heavy exudate dressing with many wound types, that helps to

- **Effective at reducing proteinases (MMPs)¹**
- Can be used as a **primary or secondary dressing**
- **Stackable** to increase absorption for very wet wounds
- **Works under pressure**, with moderate compression
- **Maintains integrity**, even when fully soaked in exudate



1 **SOFT, NONWOVEN MATERIAL** helps to provide improved comfort for the patient, along with excellent transpiration.

2 **UNIQUE HORIZONTAL WICKING LAYER** effectively increases capacity by distributing exudate throughout the dressing

3 **SUPERABSORBENT** helps to