

## A Look at the SNaP® Wound Care System



**T**oday's *Wound Clinic* spoke with Ann Heike, Senior Marketing Manager at Spiracur Inc. about the SNaP® Wound Care System.

### 1) WHAT YEAR WAS THE SNaP® WOUND CARE SYSTEM CREATED?

Spiracur Inc. was founded out of the Stanford Biodesign Innovation Program in 2007. The SNaP® Wound Care System is the company's first product.

### 2) DESCRIBE THE PRODUCT TO OUR READERS.

The SNaP® Wound Care System is a disposable, pocket-sized advanced wound dressing with the proven efficacy of negative pressure therapy. The SNaP® System is engineered to generate the same level of negative pressure as competitive NPWT technologies through the use of a proprietary spring mechanism which operates without electricity or batteries. The SNaP® Wound Care System incorporates the therapy unit and collection canister into one, easy-to-use disposable apparatus. The SNaP® System includes a cartridge, a proprietary hydrocolloid secondary dressing and a choice of foam or antimicrobial gauze interface that offer periwound protection and easy application and removal. Each cartridge weighs 2.2 oz and may hold up to 60 cc's of measured exudate. The cartridge is secured to the patient after initiation of therapy by clipping it to the strap, which is placed on the patient's body, typically around an arm or leg. Results from a multicenter RCT comparing the SNaP® System to the leading powered NPWT system demonstrated non-inferiority in

wound healing outcomes for patients completing at least 4 weeks of therapy. Exit survey data showed that the SNaP® System interferes less with overall activity, sleep and social interactions than the powered system.

### 3) DESCRIBE HOW A WOUND CARE CLINICIAN WOULD USE YOUR PRODUCT IN THE WOUND CARE CENTER?

The safe delivery of constant, controlled pressures to wounded tissues is extremely important in the field of negative pressure. The unique design of the SNaP® Wound Care System allows the clinician to select the therapy setting of their choice (-75 mmHg, -100 mmHg, -125 mmHg), but does not allow the patient or caregiver the ability to alter the pressure. Each cartridge is preset to deliver the exact amount of pressure selected by the ordering clinician. The cartridge design allows the clinician, patient or caregiver the ability to visualize the color and amount of drainage through a clear window. Gross bleeding or other significant changes to exudate can be easily identified and immediate interventions provided if required. The cartridge design contains a visual red indicator, which appears when the cartridge is full or negative pressure is no longer active. This serves as a signal to change the cartridge and re-initiate therapy ensuring optimal delivery of negative pressure. The cartridge contains an easy-to-read cc/mL-measuring grid, which allows for measurement of wound exudate. All components of the SNaP® Wound Care System are completely disposable.

### 4) ARE THERE DIFFERENT MODEL NUMBERS OR LEVELS TO YOUR PRODUCT?

Yes, the SNaP® Cartridge is available in three preset negative pressure levels of 125 mmHg, 100 mmHg, and 75 mmHg.

### 5) DOES YOUR PRODUCT COME WITH ANY WARRANTIES?

The SNaP® Wound Care System is a completely disposable, portable NPWT system that does not require servicing or repairs.

### 6) DOES YOUR PRODUCT COME WITH ANY AD ON SERVICES?

Yes, Spiracur has an after-hours call center to ensure immediate clinical support for all customers as outlined in Question 7 below.

### 7) DOES YOUR PRODUCT COME WITH ANY TRAINING OR EDUCATIONAL MATERIALS?

Yes, we provide 24/7 access to licensed clinicians who possess a comprehensive understanding of the SNaP® Wound Care System, wound pathophysiology, patient co-morbidities, medications and therapeutic management modalities that may impact wound healing. Our Field Clinical Specialists are trained, licensed professionals who will educate staff, patients, and caregivers on the safe and effective use of the SNaP® Wound Care System. In addition, we provide hands-on training and access to web-based clinical educational programs. We understand that requirements for training are continuous and provide frequent follow-up and refresher training to our customers in every care setting. This detailed attention to the educational needs

of our customers serves to ensure the continued safe and effective delivery of negative pressure wound therapy to patients.

## 8) WHERE IS YOUR PRODUCT AVAILABLE FOR PURCHASE?

The SNaP® Wound Care System represents a paradigm shift in the Negative Pressure Wound Therapy procurement delivery model. There is no rental of pumps required, as the SNaP® System is a 100% purchased and stocked item that is immediately available for the clinician. Spiracur offers the SNaP® Wound Care System through our distributor partner, Marathon Medical. Marathon Medical is a qualified Small, Disabled, and Veteran Owned Small Business. The SNaP® System was added to the Marathon Medical Federal Supply Schedule effective January 2011.

## 9) HOW DID THE IDEA FOR THIS PRODUCT COME ABOUT?

The SNaP® Wound Care System was conceived by a team of 3 students in the Stanford University Biodesign Innovation Program. This innovative team developed a transformational change in the way Negative Pressure Wound Therapy is delivered. The SNaP® System is the result of patient and clinician feedback that negative pressure wound therapies were too cumbersome. From its inception, Spiracur has been constantly guided by the mantra “wound care designed with the patient in mind.”

## 10) WHAT DO YOU FEEL MAKES THIS PRODUCT A VALUABLE TOOL IN THE WOUND CENTER?

Quicker dressing application time and fewer steps saves valuable clinician time; off-the-shelf availability eliminates the rental procurement process and allows patients to be treated at the point-of-care; and 33% reduction in dressing changes (2 versus 3 changes per week) saves nursing time and hospital money.

## 11) WHAT MAKES THIS PRODUCT STAND OUT FROM YOUR COMPETITOR'S PRODUCTS?



The SNaP® Wound Care System represents a new category in Negative Pressure Wound Therapy (NPWT). The SNaP® System is the first FDA cleared non-powered, single use NPWT device. This simple system has no noisy motors, electronics or batteries to interfere with daily living. Its small, silent, lightweight design disappears under clothes while providing the same level of negative pressure therapy as existing NPWT technologies.

## 12) HOW DOES YOUR TEAM PROMOTE THE VALUE OF THIS PRODUCT?

Spiracur Inc. and the SNaP® Wound Care System are represented at many congresses, clinical exhibitions and scientific symposium globally. The product is also promoted through the company's direct sales force. Additional marketing resources can be found on the corporate website ([www.spiracur.com](http://www.spiracur.com)).

## 13) WHAT IS SOMETHING THAT OUR READERS MAY NOT KNOW ABOUT YOUR PRODUCT?

This is the only system in the market today that has completed a multicenter randomized controlled trial comparing the SNaP® System to the traditional electrically powered market leading system. The purpose of the study

was to compare the two systems in the treatment of chronic lower extremity wounds. The interim results of this trial indicate that there is no difference in wound closure and demonstrates non-inferiority in wound healing outcomes for patients in the study. The final report is in development now.

Secondary endpoints such as time for dressing changes and patient exit survey data suggest improved quality of life and dignity for patients undergoing NPWT therapy. For example, 100% of patients randomized to the SNaP® System felt that the noise from the device “never” bothered them, compared to 33% of patients randomized to the powered NPWT system. And 92% of patients wearing the SNaP® System felt that the device did NOT interfere with their daily activities, while only 42% of patients wearing the powered system felt the same way. In addition, the design of the system and its ease of use allow for only 2 dressing changes a week, versus 3 changes a week with powered systems and reduce on average, dressing change time from 21 minutes to 9 minutes. The efficacy and simplicity of the system combined have proven to be a benefit to the clinician. The SNaP® Wound Care System makes a visible difference in patients' quality of life.

## 14) HOW CAN READERS FIND OUT MORE INFORMATION ABOUT YOUR PRODUCT?

Please visit our website at [www.spiracur.com](http://www.spiracur.com) to learn more about Spiracur and the SNaP® Wound Care System. For additional information, please send an email to [info@spiracur.com](mailto:info@spiracur.com) or call the toll free number at (877) 774-7228.

## 15) IS THERE ANYTHING ELSE THAT YOU WOULD LIKE TO ADD?

The SNaP® Wound Care System is revolutionizing the way negative pressure wound therapy is delivered. At Spiracur, we believe that patients always come first when designing new technologies. We are proud to be guided by our mission statement: “transforming wound care to heal patients and improve lives”. ■