

An Inside Look at Spiracur Inc.

Today's *Wound Clinic* interviewed Dane Shackelford, Vice President, Sales at Spiracur Inc to discuss the SNaP® Wound Care System.

TWC: How long have you personally been in wound care and how did you enter this area of healthcare?

DS: I first entered the wound care market in 1989 as a Sales Account Executive for KCI. For the most part, I've spent my entire career in Medical De-

vices and Wound Care specifically, enjoying the clinician interaction and new technologies I've seen along the way. I initially entered selling specialty beds that provided

pressure relief to patients suffering from or at high risk for various wounds. In the mid-90's I was involved in the initial market introduction of Negative Pressure Wound Therapy with KCI. Two years ago, I took the role of Vice President of Sales for Spiracur Inc. I was excited by the innovation I saw in the SNaP® Wound Care System, and was intrigued by the start-up company. Two years into my role here, I'm passionate about the opportunity to introduce the SNaP System to the wound care market and clinicians.

TWC: Describe your role with your company on a day-to-day basis.

DS: As the Vice President of Sales for Spiracur Inc, I am responsible for all



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field sales activity and clinical support in promoting the SNaP Wound Care System. I have a team of Sales Account Executives and Registered Nurse Clinicians who promote the SNaP System to physicians, nurses and patients who could benefit from our silent, small and single-use device.

TWC: Describe the featured product that we are covering in this article.

DS: 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. It provides the same level of negative pressure therapy as existing technologies but requires no electric or battery power and is 100% disposable. This simple system is comprised of three components: the cartridge, the hydrocolloid dressing and the strap. The proprietary spring mechanism of the cartridge ensures consistent, clinically proven negative pressure at 125 mmHg, 100 mmHg and 75 mmHg. In addition, the cartridge is designed to hold 60cc's of exudate, and it weighs less than 3 oz. The proprietary hydrocolloid dressing and anti-microbial gauze interface offer periwound protection and easy removal. And the strap comes in three sizes: S, M, L, to fit any leg or arm for attachment.

TWC: Why is this a popular product for your company?

DS: The SNaP Wound Care System is Spiracur's initial product launched, and it provides a platform with which additional products can be developed. The SNaP System is a game changing technology in the Negative Pressure Wound Therapy space and it has tremendous potential in many ways. Clinicians have been inundated with dozens of companies that offer their version of a powered NPWT system. With the SNaP System, it is really fun to introduce a truly innovative technology that is small enough to be hidden discreetly under a patient's clothing, and makes no noise, as it does not require a battery or electricity. This has tremendous and positive quality-of-life implications for patients who need this therapy.



Active Healing That's Out of Sight: the SNaP® Wound Care System (Smart Negative Pressure).

TWC: How long has your company been selling this product?

DS: Spiracur was founded out of the Stanford BioDesign Program in 2007, and received FDA clearance of the SNaP Wound Care System in August 2009. Throughout 2009, the product was involved in a multi-center Randomized Controlled Trial comparing the SNaP System to the KCI VAC® System. Interim results of that trial were published in Wound Repair and Regeneration earlier this year. Throughout 2010, a small sales force focused on raising awareness of the product with key clinicians and facilities. This year has been the first year we have focused on commercialization of the product, mainly throughout the VA

Medical System.

TWC: What makes your product stand out from other competing companies?

DS: The SNaP Wound Care System is a novel device for many reasons. The System combines the portability and ease-of-use of advanced wound dressings with the proven efficacy of negative pressure therapy. The small, silent and lightweight design enables it to disappear under clothing, thus providing a more discreet option for patients needing the therapy. In addition, results of the randomized controlled trial completed earlier this year show increased quality of life for the patient. When asked if the System was noticed in

social situations, bothered them, interfered with their daily activities, and was comfortable to wear, the SNaP System rated higher than the market leading system in all instances.

TWC: How can wound care clinicians get in touch with a representative to learn more about your company and products?

DS: Wound Care Clinicians can visit our web site at www.spiracur.com to learn more about Spiracur and the SNaP Wound Care System. They can also send us an email requesting more information or follow up from a representative at info@spiracur.com. Finally, we have a toll free number they can call at 877-774-7228. ■

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