BioSpectrum
the business of Bio & Health Sciences
ASIA EDITION

MedShift to expand in Australia, NZ

April 21, 2019 | News

The new location in Sydney will be the first international office to complement MedShift's global headquarters in Charlotte, NC.



MedShift, the premier innovator in medical aesthetic technology has announced that it will bring its product and service offerings to Australia and New Zealand this year with the launch of MedShift Australia. The company plans to invest $8 million and create a number of technology and sales jobs in the Australian market.

The new location in Sydney will be the first international office to complement MedShift's global headquarters in Charlotte, NC. This expansion positions MedShift as one of the industry's fastest-growing medical equipment technology companies and strengthens the company's portfolio considerably. "We are very excited to spread our innovative approach with the launch of MedShift Australia," said CEO Brian Phillips. "The decision to open a second office abroad was a logical step in our business growth strategy following the success we've experienced in North America." The new location will facilitate the company's partnership with world-class doctors in the region and allow them to service clients more effectively.

The office will be headed by industry veteran Melanie Parsons, an Australian native and pioneer in the field of women's health. The first device to launch in the new location will be the Viveve radio frequency system. The Viveve device is FDA cleared for the treatment of stress and urinary incontinence in Australia. "This is a giant step on our path to bringing the Viveve and other innovative technologies to the Australian market," said Victoria Olszowy, Vice President of Communications & Marketing. "We are confident that this opportunity will further strengthen our service capabilities in a region where we're seeing significant demand. This expansion just brings us closer to achieving our goal of providing ground-breaking women's health services worldwide."