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ASIA EDITION

Smith+Nephew takes ENT portfolio to APAC

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Smith+Nephew, the global medical technology business has announced an agreement with Fiagon, a technology leader in electromagnetic surgical navigation solutions – to distribute its ENT portfolio in the Asia Pacific region.

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Fiagon's portfolio of image guidance products is for use in complex sinus procedures, including functional endoscopic sinus surgery (FESS), and skull base surgeries, including lateral skull base and inner ear. They address opportunities within Smith+Nephew's ENT portfolio and may be seamlessly integrated into the surgical practice of customers who already use our COBLATION™ technology.

Fiagon's flagship technology, Virtu4D, uses electromagnetic technology to navigate with reference to a CT or MRI image during surgery with submillimetre accuracy. The system has a small footprint and fits in a standard endoscopy tower – critical in crowded operating rooms.

The ENT portfolio also includes next-generation navigation software and flexible and disposable instruments that can bend without losing trackability.

Myra Eskes, President of APAC for Smith+Nephew said, "This distribution agreement between Smith+Nephew and Fiagon complements our core business and allows us to leverage our commercial infrastructure. It provides access to world-class navigation technology – enabling Smith+Nephew to better service our customers where a true need exists."

Meghan Mavity, Vice President and General Manager, ENT for Smith+Nephew said, "The agreement with Fiagon slots perfectly into Smith+Nephew's global growth strategy - expanding our ENT portfolio from both a technology and geographic perspective."

The sinus market is one of the fastest growing ENT segments in APAC with a CAGR of 9% and approx. 600,000 procedures performed annually.