

MEDICA Corporation / Company Overview

Medica uses its proprietary knowledge of ion-selective electrodes and analytical microchemistry to manufacture a line of easy-to-use, easy-to-maintain, low-cost blood testing analyzers. Medica is actively engaged in the development of new technology on which the company will base future analyzers with these same characteristics. The Company's rapid growth is a result of strategic focus on the worldwide need to lower healthcare costs.

Market Trends

Developing countries are rapidly investing in diagnostic equipment, often with help from international institutions. Although the absolute market size in developing countries is sometimes less than in developed countries, market growth rates are much higher. In addition, the needs of customers in developing countries are different from those in domestic markets; laboratories need analyzers that are accurate, easy to use and maintain, and economical to operate at low test volumes. Medica products meet this need.

At the same time, customers in developed countries have an increasing need to control costs. This factor has created a decentralized health care environment worldwide. Patients are frequently being treated outside hospitals, creating a need for diagnostic analyzers in physician offices, clinics, and small laboratories. Once again, ease of operation and economy at low test volumes are critical design parameters. These parameters are uniquely integral to Medica's products.

Products

Medica's products are specifically designed for the small to medium-sized in-vitro diagnostic lab market. They are uniquely easy to operate and service and therefore can be used routinely by most personnel in hospital laboratories.

Medica's electrolyte analyzers measure sodium, potassium, chloride, lithium, calcium, and pH in whole blood, serum, plasma, and urine. Some are available with a twenty-four-position autosampler, a feature needed in larger laboratories where walk-away operation is required. Medica's blood gas analyzers, EasyBloodGas and EasyStat, measure PO₂, PCO₂, pH, sodium, potassium, chloride, calcium and Hct. Medica's blood gas analyzers were among the first to use a calibration method that eliminates gas tanks. One-step, push-button operation and modular design for easy maintenance, differentiating Medica's products from their competitors, has resulted in wide product acceptance, particularly in international markets. All designs include a novel Reagent Module, which contains all calibrants and collects all waste. The EasyRA, a random access clinical chemistry analyzer, has a unique user interface that makes it exceptionally easy to learn and monitor. EasyRA uses RFID technology to automatically set up and monitor all reagents. The EasyCell, a system for the automation of the white cell differential in the hematology laboratory uses optical pattern recognition technology to pre-classify white cells. The user interface provides images of white cells, red cells and platelets for rapid review which assists technologists to be more efficient and accurate.

Distribution

Medica distributes products in North America through a network of regional and national dealers. Medica also has clinical dealers in western and eastern Europe, the Middle East, Africa, the Far East including China and India, South America, and Russia. Continuing development of distribution networks, timely addition of new products, and rising disposable sales to an ever-widening installed base have all been factors in consistent company growth.

OEM Activity

Because of its worldwide success and the reputation of its products, Medica has been asked to develop analyzers for large multinational companies that also serve clinical laboratories.

New Products

Medica is implementing an aggressive research and development program to support sales expansion into the area of clinical chemistry, hematology, and histology. The Company's tightly integrated design and manufacturing capability ensures continuing design improvement, extending the life of each of its products.

The Future

Medica will continue to develop new and innovative products that exploit its proprietary technology for applications in the ICU environment, the clinical and pathology laboratory market, and the emerging near patient, diagnostic testing sector.

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