

Das Medikal puts ExtenTrac® Elite on Turkish Market

June 14, 2011

ExtenTrac® Elite is a patented, FDA (US Food and Drug Agency) cleared, multifunctional therapeutic device for treatment of patients suffering from severe low back pain and sciatica.

Years ago, Kurt Basakmci, Chairman of Das Medikal, has been treated in the center that has invented the device. Basakmci who has visited the US frequently in recent period to benefit from the device has undertaken Turkey representation of the device to serve the patients who are unable to go abroad to receive such therapies. Maria Cuccia, Advanced Back Technologies CEO, to whom we had asked her expectations from the Turkish market with regard to ExtenTrac® Elite and the device that have received highly positive feedbacks during promotional activities in Turkey, said the following:

What is the basic reason of your visit to Turkey? Could you share with us your observations of the market about which you have gained an insight previously?

We have made this travel to see concretely the position we could reach in the market with our representative we have selected to cooperate with in Turkey. I'm impressed with the opened structure of the market. The information level of the physicians and specialists in charge is above our estimations as well as the state of medical establishments improving especially with the developing private hospital management business. Besides, the personnel working in the medical establishments are interested in new technologies.

I consider that the products and solutions we offer will be accepted in this upgradable market structure. From the commercial point of view, the solutions we offer will yield for us, our representatives, and our customers, because, especially with regard to physiotherapy, several diseases have non-operative solutions.

Turkey that has a young and large population occupies an important position in terms of the number patients as well. Due to its current structure, it is an obligatory market for medical firms like us. Given its geopolitical location, Turkey is an important center to head for the neighboring markets, expand the service network, and expand our company.

Would give us information about the process in which you have selected Das Medikal as your business partner in Turkey? What are your expectations from this representation?

Years ago, Kurt Basakmci, Chairman of Das Medikal, has been treated in our center in the US. Kurt Basakmci, who has visited our center frequently to benefit from our device especially in the recent period, told us that the solution we offer has no counterpart in Turkey, and that it is a technology that would receive attention in the medical market. Kurt Basakmci, said that they would like to undertake Turkey representation of the device to serve the patients who are unable to go abroad to receive such therapies, though they have never operated in the medical market thus far. We can describe the cooperation between two companies as transformation of a personal friendship into commercial activity.

What are the distinctive points of the physiotherapy solutions you offer to the medical sector? Could you talk about the technologies you are continuing to promote?

The device we offer is highly effective in curing the patients before surgical intervention. Besides, it also yields good results in shortening the post-op treatment processes. Since this reduces the treatment costs, it yields for both the person and the institution bearing the medical expenses. This reduction in the patient costs of the state-backed social insurance intuitions is very important in economic terms.

Developed to offer solutions for different problems of the patients, ExtenTrac® Elite is a patented, FDA (US Food and Drug Agency) cleared, multifunctional therapeutic device for treatment of patients suffering from severe low back pain and sciatica. The patient feedbacks have had direct influence on the development of the device throughout the years. At the current point, we can say that the device is a combination of three separate machines.

Unlike the conventional decompression tables restricting the patient's posture to horizontal and axial positions, the M3D System (Multidirectional Disc Decompression) of ExtenTrac® Elite allows to multidirectional decompression to adapt painful postures. The application is regulated through manual controls or full-automatic programmed cycles.

Extentrac® Elite's articulating leg assembly with integrated control switches provide precise 3D spine positioning and disc localization. This breakthrough patented technology provides opportunities to implement a wide range of clinically proven research-based treatment protocols. The clinician has the option of hands-on manually applied therapeutic procedures or fully automated computer driven decompression.

M3D (Multi-Directional Disc Decompression) - freedom and flexibility to place the patient in flexion, extension, lateral flexion, gravitational, axial or antalgic positions prior to, or during decompression. M3D (Multi-Directional Disc Dynamics) - range of motion, joint mobilization, and therapeutic exercise with or without disc decompression. Extentrac Elite is rapidly becoming integrated into professional practices, hospitals, and major spine clinics worldwide. Physicians, chiropractors, and physiotherapists may now provide clinically effective spinal decompression plus the ability to apply conventional and evidence-based therapeutic procedures with one device.

A practice based retrospective study of 133 patients with low back pain with or without radiculopathy utilizing the Extentrac Elite multi-functional therapeutic device. Data for patient outcome measurement was based on numerical changes in the patient's VAS (Visual Analogue Pain Scale).

M3D Therapy;

- Promotes retraction of herniated and bulging discs
- Reduces pressure on vertebral joints
- Promotes self healing of herniated and damaged discs
- Reduces muscle spasm
- Increases electrolyte diffusion to the disc

M3D Technology;

- Enables 3 Dimensional decompression
- Full-automatic or manually-applied research-based therapy options
- Utilizes Supine or Prone Treatment Positions Vertically or Horizontally.
- True Hands-On® (Direct Manual Hand Contact) Evidence-Based Manual Therapy
- Includes Joint Mobilization, Range of Motion and Therapeutic Exercise
- Has manually controlled power driven flexion-distraction, coupled with decompression
- Has two separate decompression systems - leg or lumbar
- Incorporates 2-Dimensional Vertical - Gravitational Procedures

We can list the technical specifications of the device as follows:

- Fully-computerized automatic or manual treatment cycles
- Fully-adjustable contoured under-arm supports
- Patient Hand Gripping Bar and Cushioned Hand Support
- 3D Adjustable Lumbar Assembly for Precise Spine Positioning and Lumbar Mediated Decompression.
- 3D Adjustable Leg Assembly for Precise Spine Positioning During Leg Mediated Decompression, Mobilization and Spinal Ranges of Motion
- Power Adjustable Overhead Exercise Bar with Patient Control Switches for Supervised Participation in Decompression, Therapeutic Protocols and Exercise.
- Adjustable Head/Thoracic Back Support Cushion accepts Optional Cervical Accessory Decompression System
- Numerous Belting Options with Friction-Free or Locked Lumbar Support Cushion
- Split Table Design with Friction-Free Lumbar Support.
- Fully Rotatable Patient Treatment Platform for Easy Patient Positioning
- Patient Hand Control Bar with Control Switches for Supervised Patient Participation in Decompression.
- Mouse Point and Click Control, and 15" Color Monitor for Fully Automated Decompression Cycles or Manual Control.
- Practitioner Leg Bar with Control Buttons for Precise Hands-On Manually Applied Therapeutic procedures.

At the heart of the M3D System are its lumbar and leg assemblies which enable the application of precise therapeutic decompression and evidence-based treatment protocols from multiple angles and directions in flexion, extension, lateral flexion, and axial positions prior to decompression.

Will you give training after the sale of the device? What will be your technical support contributions to medical establishments that make this investment? Which establishments are your high-priority targets?

My husband who is the inventor of the machine will give three-day training to specialists at the establishments that make this investment. A specialist physician is becoming able to use the machine in full following this three-day training. With the certificate we will give at the end of the training, the specialists will be the legal users of this device. To get efficiency from the machine, on the other hand, it is extremely important that the patient believes in the machine and the operator trusts the machine.

The first target group that we think to prefer our device is composed of the private hospital groups, physiotherapy and rehabilitation centers, sports physicians, and the medical establishments serving in the area of physiotherapy.

Is the cost of the device one of the factors that may affect the investment? What are the basic problems you might encounter with in the Turkish market?

For this device the cost of which may be found high by some establishments, it is necessary to consider the total cost indeed. When we take into account unnecessary surgical operation for a problem that can be cured through physiotherapy, the extension of the treatment process, work loss, and thus the increase in the personal costs, it is easy to see that the device yields more than its cost.

For more information visit: www.dasmedikal.com