

# SRS Medical

Redmond, WA

Private

## Innovative Methods of Tackling Incontinence

### Focused on incontinence, a growing global problem

SRS Medical designs, manufactures and markets proprietary medical devices for the diagnosis of lower urinary tract symptoms and for conservative treatments of urinary incontinence.

SRS Medical's products are protected by numerous patents (23 U.S. patents plus foreign counterparts). The company's management team averages 20+ years experience in the urology/gynecology market and in medical-device manufacturing. SRS Medical has internally funded all activities to date (including its four acquisitions and all product development) and its operations are profitable.

The company has two business units: SRS Medical Corp., whose products for physicians include the EasyPro3 in-office uro-



**EasyPro3 was designed to meet physician and patient needs for an accurate, easy-to-use in-office urodynamic system**

ynamics system, and the about-to-be-introduced UroCuff CT3000, a patented system for non-invasive diagnosis of male bladder function; and Personal Medical Corp., whose products for patients include the In-Flow device and other technologies for female urinary health.

### Transformational technology for bladder drainage

The In-Flow device addresses one of the most significant problems in urologic practice: how to provide safe, effective and dignified bladder drainage, particularly for extended periods. Bladder drainage is now done with urinary catheters, which may be the simplest medical devices, usually consisting of nothing more than a tube to empty the bladder. They are among the most commonly used medical supplies, despite the fact that they cause serious problems, notably life-threatening infections and low quality of life.

The In-Flow employs a new approach to bladder drainage. Unlike other urinary catheters, which rely on gravity to passively drain the bladder, the In-Flow has a miniature turbine pump that spins at 10,000 RPM and actively empties urine. This ensures that the bladder is fully emptied and maintains the "flush mechanism" that the body normally uses to protect itself against the



**SRS Medical believes that the In-Flow device is a disruptive technology with the potential to replace a significant portion of the \$850 million urinary catheter market**

build up of bacteria and infection. The technology involved is considerable and has been clinically proven to result in significant advantages:

Lowest UTI rate of any indwelling device—equal to or better than the UTI rate for intermittent catheters.

Highest quality of life, due to the following: the In-Flow eliminates tubes and bags, improving body image (as well as hygiene); it allows most patients to void without assistance, increasing self-reliance; and it allows most patients to use a toilet again, a psychologically significant benefit since that is the "normal" way to void.

At this time, five clinical studies (total  $n=495$ ) concerning use of the In-Flow device have been published in peer-reviewed journals. In-Flow is CE Marked and was recently approved for reimbursement in Germany; approximately 12,000 devices (representing 1,000 women-years of use) have been sold to date, mostly in Europe. The device is awaiting approval by FDA.

### Management



#### CEO: Kevin M. Connolly

Connolly is a serial entrepreneur who has spent his career in the medical device industry. He is the architect of SRS Medical's product and market strategy and is responsible for its acquisitions. He has twice presented to the MCAC (Medicare) Executive Committee concerning procedural aspects of evidence-based medical review and the first national coverage decision for biofeedback treatments of incontinence.

### Status

In late 2006, the company moved its east and west coast operations to expanded facilities in order to support ongoing and anticipated growth. In January 2006, SRS Medical acquired all assets related to devices for the treatment of severe female incontinence from Eutech Medical AB of Gothenburg, Sweden. In October 2003, SRS Medical acquired all assets related to the Timm Medical urodynamic products and certain incontinence treatment devices from Endocare. Prior to that, the company acquired substantially all assets of Asbrook/Eris, a Ventura, CA, manufacturer of urodynamic products, and the In-Flow device from American Medical Systems.

### Contact

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