

Company

Pain Relief Manikin

Focus



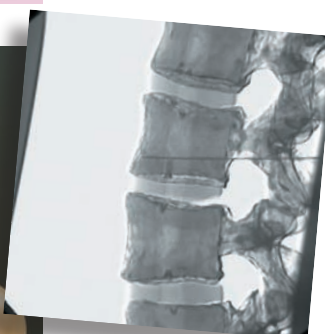
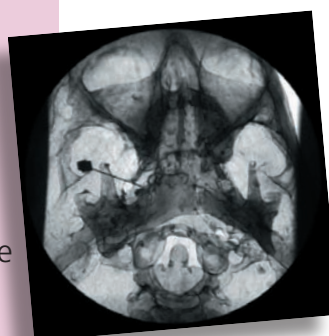
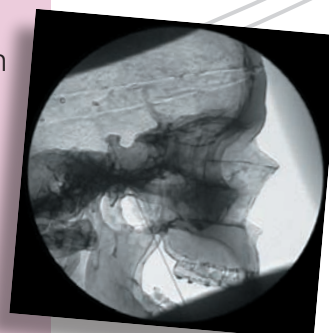
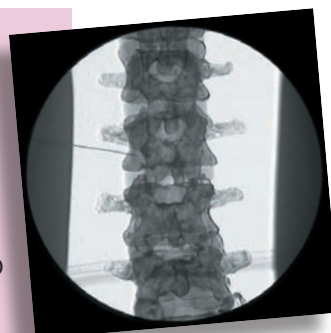
Graham Fowler, Sales and Marketing Manager, Adam, Rouilly

Adam, Rouilly manufactures and supplies anatomical models, charts and training simulators to healthcare institutes worldwide.

To maintain its position at the forefront of healthcare education, Adam, Rouilly places

a strong emphasis on applying the very latest technology to its products. With almost 90 years' experience in producing anatomical models, Adam, Rouilly was the perfect partner to design and manufacture the Pain Relief Manikin.

Here, Graham Fowler, Sales and Marketing Manager at Adam, Rouilly explains how the *TrusTECH*[®] Innovation Unit has helped develop a manikin which is set to revolutionise pain relief training for anaesthetists.



Q1. What is the Pain Relief Manikin and how is it used?

A1. The Pain Relief Manikin supports training in pain relief. Precise needle placement is required to ensure effective pain relief for patients in theatre. Radiological screening is routinely used to enable accurate needle placement and the procedure needs to be practiced.

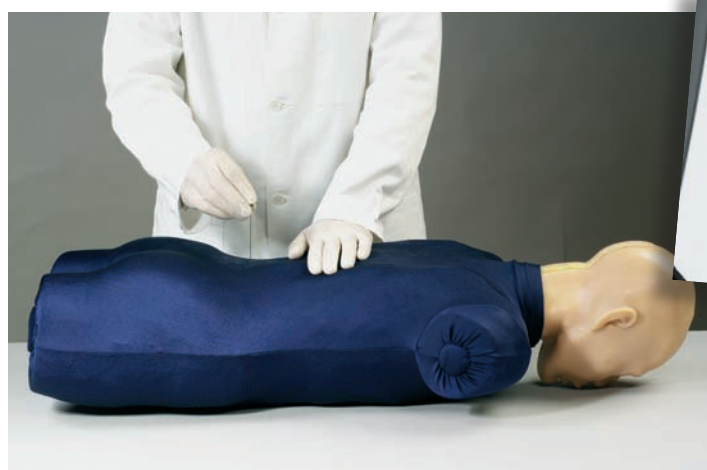
Practising pain relief on patients is far from ideal – it can result in uncomfortable and prolonged procedures. The Pain Relief Manikin enables doctors and students to accurately simulate the procedure. Similar to the 'real-life' experience, x-rays are used to guide positioning of the needles in the manikin.

Manikin – helps doctors train in pain relief

Q2. How did you get involved in working on the manikin?

A2. I was first introduced to the concept in 2001. I received a letter from the *TrusTECH* Innovation Unit at Manchester Royal Infirmary asking if Adam, Rouilly would be interested in an idea for a training model – the Pain Relief Manikin – that had been designed by a Consultant Anaesthetist at Manchester and Salford Pain Centre, Hope Hospital.

The manikin was in line with our business objectives and research suggested that there was a market need for the product, so I contacted the Innovation Unit to learn more about the idea.



A demonstration of the Pain Relief Manikin

High-level interest for manikin

Q3. Have you had much interest from people wanting to buy the manikin?

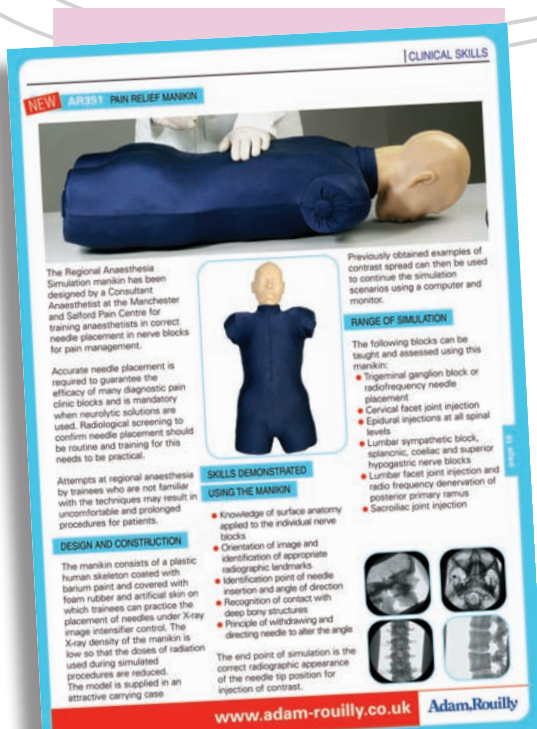
A3. The manikin has already gained a high level of international and multi-disciplinary interest from healthcare professionals. Primarily, we have marketed the manikin at conferences and tradeshows, and via our catalogue and website. So far, we have sold manikins in the UK and Japan.

Q4. Please describe the process involved in developing the manikin.

A4. Following the meeting with the Innovation Unit, we met with Dr Tim Johnson, the manikin inventor. Tim showed us a prototype model that he had developed and, based on this and our experience, we investigated which materials would be most suitable and started work on a more sophisticated model. Tim was heavily involved in the development process. He tested the prototypes and provided feedback on the model (needle resistance, texture of the foam, positioning of the spine, etc.). The finished product was made mainly of plastic (metal could not be used because it would interfere with the x-ray), with a barium-coated plastic skeleton covered in foam.

Q5. How did you come to an agreement with the NHS about licensing the Intellectual Property of the manikin?

A5. The Intellectual Property agreement for the manikin was relatively straight forward. Adam, Rouilly and *TrusTECH* each have a standard licensing agreement and a compromise was reached with the inventor's Trust, using *TrusTECH* as an intermediary.



"TrusTECH really simplified working with the NHS. In addition to introducing us to the manikin inventor, the Innovation Unit provided a gateway into selling the finished product to NHS Trusts. We recently started work on another innovative project with TrusTECH and I would recommend TrusTECH, as the first point of call, for any healthcare company wanting to work with the NHS."

– Graham Fowler, Sales and Marketing Manager, Adam, Rouilly

TrusTECH can facilitate links between the NHS and Industry by:

- Identifying ideas to support the production of novel healthcare products/services
- Identifying potential collaboration partners and contacts within the NHS

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