

REDpoint's sharp focus

The Vancouver company signs a distributor for its new disposable IV sleeve

BY JULIA ANDERSON
CONTRIBUTING WRITER

A manufacturer in Vancouver, Wash. has teamed up with a Seattle distributor to introduce a device with the potential to improve a basic hospital procedure — how IVs are tethered to patients.

Seattle's McCormick Medical Distribution introduced the Stedline IV Sleeve at a Puget Sound Infusion Nurses' trade show this month to a "high level of interest," said Jon McCormick, company president.

The sleeve will help prevent IVs from becoming dislodged, McCormick said, "and thus substantially cut operating costs because fewer IVs will need to be restarted."

However, getting a new medical device into the hospital and nursing home health care system presents challenges, said McCormick and Chuck Nokes, CEO and president of REDpoint International in Vancouver.

"Hospitals are understaffed ... the culture resists change," Nokes said. "In that environment, asking people to learn a new procedure can be overwhelming."

Seventy percent of the thousands of IVs started in hospitals on patients every day must be restarted, Nokes said. The average patient will experience 2.8 IV starts per hospital stay, at a cost of about \$10 per procedure.

The REDpoint device is priced at about \$5.25 per unit and is cleared by the Food and Drug Administration to go to market.

Nokes, an engineer by training, said the design came out of his own family experience as he watched his sister's children dislodge central line tubing during her ongoing treatment for a genetic condition.

"We sent prototypes to nurses and doctors over the past three years and tweaked the design," he said.

The sleeve of lightweight polyethylene looks a lot like a fingerless bicycling glove around the hand and wrist, and its lightweight polyethylene material is tough enough to withstand tugging and pulling by even the biggest and most disoriented patient, Nokes said.

REDpoint, formed in 2008, has put \$350,000 into the project through a combination of private investors and his own bootstrap funding. An earlier REDpoint product is the Versatilt, a tilting wheelchair that allows chair-bound patients and the disabled to remain in their own chair



CATHY CHENEY | PORTLAND BUSINESS JOURNAL

REDpoint co-founders Chuck Nokes, left and Valerie Vance are unveiling the company's second product.

REDPOINT INTERNATIONAL

CHIEF EXECUTIVE:

Chuck Nokes, CEO and president.

WHAT WE DO:

Medical device company that manufactures a product that stabilizes an intravenous needle.

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while undergoing treatment.

ADHESIVE-FREE

While there are other IV stabilization devices on the market, the Stedline is the only product that does not use tape or adhesive on the skin, McCormick said. This is a big selling point for McCormick, who said that skin tears, especially with elderly patients, can be a problem.

"There's no competition for this," McCormick said.

He said it likely will take at least six months before market acceptance of the new IV sleeve can be determined.

Meanwhile, REDpoint has contracted with Genesis Plastic Welding in Fortville, Ind. to manufacture at least 250,000 of the sleeves. The company projects unit sales of 2 million this year, increasing to 25 million in five years.

REDpoint is planning to introduce two more Stedline products in 2012.

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Chuck Nokes

CEO, REDpoint International Inc.

Susanne Suttich, president and owner of IV Nurse Consultants Inc. in Lakewood, south of Tacoma, sees the Stedline IV Sleeve as having strong market potential. Suttich employs 20 RNs who visit some 350 long-term care facilities, clinics and hospitals throughout Western Washington, and said her staff will soon be rolling out the sleeve for trial use with patients.

"The market challenge is strictly going to be getting it out there ... getting it into the right hands," Suttich said.

Tom Ryder, president of manufacturer Genesis Welding, said the new product offers advantages over what's now on the market.

"The Stedline IV sleeve offers better infection control and comfort," he said.

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