



HAMPSHIRE COMPANIES JOIN FORCES TO OFFER MEDICAL BREAKTHROUGH FOR NON HEALING WOUNDS

Two Hampshire based companies have joined forces to deliver a pioneering new medical treatment that harnesses the power of minute electric currents to deliver a breakthrough treatment for thousands of sufferers of non-healing wounds including leg, foot and pressure ulcers

And the new technology has already brought relief to one Basingstoke woman who has benefited from the treatment.

Medical technology company Biofisica, which is based in Odiham, has spent seven years developing a medical wound dressing that uses the power of electric stimulation therapy to help cure non-healing wounds.

Non healing wounds are extremely commonplace and thousands of people suffer from leg, foot and pressure ulcers which are categorised as non-healing. As well as being extremely painful, non-healing wounds can lead to further medical complications and in severe cases, can ultimately result in limb amputation.

Biofisica has developed a wound dressing that produces small bio-electric currents around the site of a wound which mimics naturally occurring bio-electric currents. These currents help the wound to heal. The product has undergone extensive testing and development and is sold under the brand name POSiFECT®.

For over thirty years scientists have been aware that cells, the basic building blocks of all living things communicate with each other and are regulated by minute electric currents known as “bio-currents”. It has been found that in some long standing, non-healing, wounds these normal electric currents are either absent or very weak.

Biofisica has used this knowledge and developed a medical dressing that features a small electronic device to “kick start” the body’s natural healing process by producing the currents which are typically absent in a non healing wound.

Managing non healing leg ulcers and pressure ulcers alone costs the National Health Service in excess of £2,000 million every year, and cause pain and suffering for thousands of people. This represents about 4% of the entire NHS annual budget.

And now Biofisica has joined forces with the Skin Clinic, also based in Odiham to offer this revolutionary treatment to sufferers of this type of wound. The Skin Clinic is a leading independent dermatological clinic specialising in the health and appearance of people’s skin and it offers a wide range of medical and cosmetic treatments under the supervision of Medical Director, Dr Jeremy Baily Gibson.



The treatment being offered by the Skin Clinic will see patients use POSiFECT® in a seven week treatment regime, where they use the dressing for three weeks, changing the dressing every two to three days before having a week not using the dressing. The process is then repeated for another three weeks. The treatment is painless, easy to use and is supervised by a clinician.

One woman who has already benefited from Posifect is 72 year old Marlene Jones. Marlene from Popley Five near Basingstoke, has had a venous ulcer for ten months which despite extensive hospital treatment had persistently failed to heal. The ulcer was also causing her severe pain, which resulted in her having to take extremely powerful painkillers on a daily basis.

She agreed to participate in an assessment of the POSiFECT® product and since receiving the treatment she has seen her ulcer halve in size in just a few weeks and the pain has reduced so much, she no longer has to take painkillers.

According to Marlene, “Every week I have the treatment I can see the ulcer reducing and it is now a fraction of its original size. The POSiFECT® dressing has also reduced my pain levels to such a point that I no longer need to take painkillers. I’m amazed by this treatment and I hope that more people who suffer from wounds such as mine will be able to benefit from it.”

Javed Bhatti, Managing Director of Biofisica said, “We have worked with some of the best scientists and clinicians in the country, developing and proving this technology, but there really is no substitute for the sort of success we’ve enjoyed with Marlene and other patients. Bio-Electric Stimulation Therapy offers a real breakthrough for the NHS in its battle against non healing wounds and as well as solving the problem, it significantly improves quality of life for patients.”

Dr. Jeremy Baily Gibson of the Skin Clinic comments, “We are aiming to make this treatment as simple as possible and offer a real breakthrough for people who suffer from this painful and debilitating condition. We are so confident in the technology that we are offering a seven week course of therapy at half the normal price to the first twenty people who sign up to a course.”

The seven week course normally costs £1950, but the first twenty participants can take advantage of it for just £975.

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Note To Editors

Readers wanting to find out more about the treatment should contact the Skin Clinic on 0800 8493345 or visit www.the-skin-clinic.com

Further information on the POSiFECT® technology is available from www.biofisica.com

Media calls to:



Jim Rothnie
McCann Erickson
T: 01625 822540