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Inovus Medical appoints a new distributor for its revolutionary portfolio of healthcare simulation products in Canada

Inovus Medical is pleased to announce that it has recently appointed Keir Surgical as the new representative in Canada for its complete product portfolio. Keir Surgical will offer expert guidance to all potential customers in Canada providing them with the right solution for their individual general and gynaecology surgery training needs.

Inovus Medical chose to partner with Keir Surgical due to their strong technical background in surgery and gynaecology. As a market leading distributor of surgical devices with a well-established commercial team they have the knowledge, experience and resources to ensure the Inovus products can be delivered to the Canadian market on a country wide scale.

Keir Surgical will be exhibiting the Inovus portfolio at a number of regional and national conferences throughout the year, most notably at the Canadian Surgery Forum in Vancouver 24th-26th September where the revolutionary LapAR will be on show.

Dr Elliot Street, CEO Inovus Medical, said, “We are excited to be moving forward with this new endeavour as this will now give customers in Canada easier access to the revolutionary product range we have to offer at Inovus Medical. The Keir Surgical teams’ knowledge of the market will be invaluable in supporting Inovus Medical to provide Canadian customers from both academic and industry markets with a service that is second to none”.

Matt Stanimir, Director Business Development Keir Surgical, stated “Keir Surgical is excited to partner with Inovus Medical, bringing new & innovative surgical simulation products to the Canadian Market. Improved training and simulation will better prepare surgeons & trainees, thereby improving outcomes for Canadian patients. Keir Surgical is proud to support this initiative”.

For further information please contact:

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Editors Notes:

Inovus Medical:

Inovus Medical is a multi-award winning designer and manufacturer of medical and surgical simulation products. Founded in 2012 by a medical student and a psychology graduate Inovus revolutionised the delivery of surgical simulation by bringing to market the world's first and most affordable range of take-home laparoscopic surgical simulators. Inovus has since grown its range of laparoscopic simulators to include institutional simulators, used in over 50% of NHS trusts in the UK, as well as adding to their range of healthcare simulators with Sellick® the cricoid pressure trainer and bozzini® the Hysteroscopy trainer. All Inovus products are designed in-house by their team of designers and practicing clinicians. Inovus products are manufactured from their facility and headquarters based in St Helens, UK and shipped across the globe. For enquiries please email info@inovus.org or visit our website at www.inovus.org.

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