

A D V A N C I S

Brand Book

March 2024

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Welcome to the Advancis brand book

**It's about time that
we really stand out.**

The demand for wound care solutions is growing and we must keep pace. But, with stiff competition from competitors who can afford a strong presence in the marketplace, it's vital that we find our niche — a unique position, brand voice and personality that set us apart.

Our new logo reflects our proud heritage, with a modern twist — because people trust our experience, but we're still an innovator.

Every day, we support healthcare professionals with the products, education and support they need to thrive, so that their patients — and the wider health service — can thrive too.

But our brand is more than just a logo, it's who we are, what we do, and how we do it. It's how everyone in the business 'lives the brand'. Equally, it's about how our current and prospective customers see us and how we nurture a positive perception in their hearts and minds.

These guidelines bring together the visual and written elements of our brand and will help you understand how to use them.

Our goal is to bring consistency to our communications and to amplify their impact. We do this by making sure everything we produce builds recognition for the things we want to be famous for and distinguishes us from the competition.

The brand

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Our brand in a nutshell

What we do:

We manufacture and supply wound care products and resources that healthcare professionals trust.

How we do it:

We empower healthcare professionals by listening and responding to their unique needs.

Why we do it:

To give HCPs the time they need to make people's lives better.

Our brand narrative

Today, HCPs are overworked and under pressure. They currently don't have the time to do their jobs to a standard they're comfortable with. Yet demand for wound care is increasing, thanks to an ageing population and modern lifestyles - further burdening an already overworked group.

Advancis' purpose is to support HCPs and reduce time wasted in the health service, lessening the strain and making everyone's lives a bit easier.

The Advancis mission

Your wellbeing matters as much as those in your care. That's why our mission is to support you in your role – benefitting you, your patients and the NHS.

It's about **empowering you**

You deserve the same level of respect and care that you give your patients. That's why we support patients by first supporting you. We understand your challenges and with the right time-saving wound care products and training, we hope to take a little bit of the pressure off.

It's about **advancing together**

Listening to your lived experiences and knowledge is our top priority. We build dynamic partnerships, allowing us to innovate together. Our in-house R&D department learns from the unique needs of HCPs and patients to create the solutions you need.

It's about **resilience**

We help you take back time to care. With an ever-increasing demand for wound care, we're strengthening teams with up-to-date expertise and the latest wound care technology. And healing patients faster, with less waste, directly benefits the NHS.

It's about **time!**

Brand idea & campaign idea

Brand idea

Advancis gives you time to care.

Advancis empowers HCPs by listening and responding to their unique needs, providing products, support and resources that let them catch a breath and do what they're good at – providing care and treatment.

Campaign idea

It's about time!

Message structure

Advancis Medical gives you time to care

The top-level message

NB: This is not a tagline.

Advancis Medical empowers HCPs by listening and responding to their unique needs, providing products, support and resources that let them catch a breath and do what they're good at – providing care and treatment.

The primary offer

Subject of headline or intro copy.

Emotional appeal

The emotional appeal

Why the audience should pay attention.

- **'We're in your corner'** – Advancis respects the expertise of HCPs and understands their challenges, offering practical solutions and emotional support.
- **'Two way street'** – Advancis learns from HCPs and HCPs learn from Advancis.
- **'Support where it's needed most'** – Advancis improves HCPs' day-to-day experience so they can focus on giving the best care and getting people well.
- **'Promoting happiness'** – Advancis facilitates great patient care and training – increasing job satisfaction = happier HCPs and happier patients. Advancis makes a positive difference to the individual.

Message structure

Continued

Our three pillars

Superior wound care products

High performance/quality dressings means fewer dressing changes, less time spent by HCPs and faster healing = better value and efficiency overall. Saving time, money, waste.

Educational resources and support

There is a need for up-to-date wound care education, which Advancis is well placed to provide. Valued, concise, intelligent training materials (including videos) that can be easily shared will reduce training time and make sure no time/money is wasted using products incorrectly.

Innovation and agility

Family business with in-house manufacturing and R&D means Advancis can solve problems fast. Always listening to HCPs and understanding their current challenges, responding to them by creating the right solutions. Clinical/scientific expertise backs everything we do.

The rational appeal

The functional benefits.

Brand personality

Creating a personality that is different to competitors and resonates with our target audiences is key to cutting through the noise.

Agile

- We're responsive — to customers, to the changing healthcare landscape, to patient needs.
- We're a family-run business that knows the industry inside-out, makes its own products and reacts fast.
- We're quick to solve problems, making products that save HCPs valuable time and reduce healing time for patients, freeing up HCPs so they have the time to care.

Facilitator and educator

- We give HCPs the tools they need to give people the best care, building on their expertise with useful resources, specialist support, and science-backed expertise. "Our products are only as good as the people that use them."
- We're a guiding partner and collaborator, rather than a dictator. It's always a two-way street. HCPs are the experts, we're here to help them.

Empath

- We champion HCPs, understand their challenges and keep up to date with industry issues.
- We're good listeners, emotionally connected to the plight of HCPs and their patients, building loyalty through relationships and creating advocates.
- We give authentic, human-focused encouragement, reassurance, support and practical solutions. We're not soppy or over-sentimental.
- We're advocates and flag-bearers.

Forward-thinking

- We advance with purpose, using the latest technology to create superior products and services, continually looking to improve.
- We take positive action. We're enthusiastic, vital, full of energy.
- Research and development is at the heart of our business, driven by customer and industry needs.
- We have confidence in our clinical authority without sounding cold or canned.
- Our track record of innovation and high-quality products means we're credible, trusted, competent and reliable.

The words

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Tone of voice

Our mission is to support HCPs and reduce wasted time in the health service. We embody this through Advancis' brand positioning and personality, which are brought to life in our visual identity and voice.

Our brand personality can be heard in everything we say. By creating a strong and familiar voice, we build recognition and trust with HCPs. We then slightly adjust our tone depending on the situation and/or audience we're talking to.

Tone of voice

Continued

We're agile, a facilitator, an educator, forward thinking and empathetic.

So, our voice is:

Dynamic, active, concise

- Use an active voice, rather than passive.
- Be clear and concise for a time-poor audience.
- Explain concepts as quickly and simply as possible.
- Make complex information accessible, avoid jargon or overly technical language (apart from where it is essential).
- Be proactive in addressing customer needs.
- Be enthusiastic and use positive language about advancing wound care and the future of the health service. "We can make things better, together."

Supportive, empowering, educating

- Offer supportive guidance, practical advice, best practices and quick tips to help HCPs navigate the complexities of wound care effectively.
- Invite collaboration and partnership, use 'we' and 'our'.
- Talk directly to that audience rather than talking about them, use the second person narrative where possible.
- Use language that empowers HCPs, making them feel validated in their challenges/concerns. Instil confidence in HCPs' ability to provide excellent patient care with our support.
- Use energetic and dynamic language that inspires HCPs to see new possibilities and embrace opportunities to learn.

Tone of voice

Continued

Approachable and empathetic

- We speak in a natural, personable, approachable way, humanising the brand to build an emotional connection.
- Strike a balance between confidence in our own expertise/products and empathy towards healthcare professionals and their challenges.
- Show that we truly understand the challenges faced by the people we serve.
- Use emotive language, without being melodramatic, fluffy or gushing.
- Share stories that talk about people to show our impact on HCP and patient lives.
- Use a personal touch in communications to foster connections with the audience.
- Express gratitude for the hard work and dedication of healthcare professionals. Let them know that their efforts are valued and appreciated, fostering a sense of loyalty and advocacy.
- Respect HCP knowledge, expertise and experience. They're the ones doing the work – ask for their opinions and experiences.

Credible and science-backed

- Our tone is approachable, but we remain professional and shouldn't be afraid to show our knowledge and expertise when required.
- Emphasise the brand's commitment to research and development. Back claims and product features with credible scientific evidence and refer to case studies to showcase the effectiveness of Advancis' solutions.

Copywriting examples

Introduction to Advancis (for website, literature, etc.)

Advancis

Wound care products and resources that save you precious time, giving you the freedom to care.

When you have the time, knowledge and right products at your fingertips, you can thrive in everything you do. And patients truly benefit.

But with the stresses and pressures of modern healthcare, it can feel like there just aren't enough hours in the day to achieve it all.

That's why we've created our range of trusted wound care products that work as hard as you do. With speedier healing and fewer dressing changes, you get the time back to focus on what's important.

Paired with our easy-to-access resources and training, we empower you and your team with the expertise to do what you do best – care for patients.

Advancis – it's about time.

Copywriting examples

Continued

About us

Wound care products that save time

We know that Advancis wound care products are your problem-solving tools. Our high-performance range manages all stages of wound healing; from highly exuding and infected wounds through to scar tissue management.

Better quality wound care products mean you get the best possible value. Faster wound healing and fewer dressing changes mean less waste and more time for patient care, training and the other jobs on your list.

Responding to your needs, fast

We listen to your real-life experiences and insights to develop and refine our products. As a family-run, UK-based business of clinical and scientific experts, we're your agile allies, responding swiftly to your product needs and queries.

Take Nottingham University Hospital and Nottingham Breast Institute. They had a specific need for a product that didn't exist – a protective and secure breast dressing. We collaborated with them to create Advazorb Areola, a comfortable, effective and easy-to-use solution suited to the area around the nipple and those patients with delicate skin. Problem solved.

Copywriting examples

Continued

About us

Clinically proven, trusted by HCPs

Established in 2004, we soon became renowned across the globe for our clinically proven, advanced wound care solutions, including Activon Manuka Honey and Eclipse Superabsorber. These products are trusted by HCPs in more than [XX] hospitals in [list countries].

Don't just take our word for it – we have the clinical research and case studies that show how our products help you heal patients faster. [Link to Advancis Dressings in Practice page on the Education hub]

On-demand training and online resources

Our wound care products are only as good as the professionals using them. By supplementing your expert knowledge and experience with our clear, concise training and resources, you can get on with the job at hand.

We make sure that your team has everything they need to apply dressings correctly and educate patients if at-home care is required.

Check out our Education Hub to take advantage of our free e-learning CPD modules, written by independent industry experts. [Link to Advancis Education hub]

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Our logo

The Advancis logo is our most recognisable brand asset. It is therefore vital that it is always applied consistently wherever it appears.

A D V A N C I S

Our logo

Exclusion zone

An exclusion zone exists around the logo to help protect its clarity and to ensure it communicates effectively.

- Nothing should encroach within this space as it would affect the visibility of the logo.
- The exclusion zone surrounds the logo and is the height of the Advancis 'A'.

Minimum logo size

The minimum logo size is 50mm across.

ADVANCIS



ADVANCIS
← 50mm →

Our logo

A D V A N C I S

Primary positive logo

A D V A N C I S

Primary reversed logo

A D V A N C I S

Primary reversed logo

Logo use

Primary logo with tagline



A D V A N C I S
it's about time

How we look

Product brand lock ups

Advancis has subsidiary product brands which use their own logo lock ups.

These lock ups use a sub-line which has been placed centrally underneath the Advancis logo in the brand orange.

A D V A N C I S
ADVAZORB

A D V A N C I S
ACTIVON

A D V A N C I S
ECLYPSE

A D V A N C I S
SILFLEX

How we look

Primary colour palette

Our primary colour palette exists to help co-ordinate our appearance across all visual media.

Advancis brand book v1

Advancis Coral

CMYK 0 65 60 0
RGB 255 111 97
#FF6F61
Pantone 2345c

Advancis Navy

CMYK 100 88 40 49
RGB 13 32 68
#0D2044
Pantone 533c

How we look

Secondary colour palette

Our secondary colour palette extends our brand by offering highlight and mono colours that complement our primary colour palette.

Highlight Blue

CMYK 65 0 15 0
RGB 73 190 216
#49bed8

Advancis Grey

CMYK 50 40 55 10
RGB 138 134 114
#8a8672

Black

CMYK 0 0 0 100
RGB 0 0 0
#000000

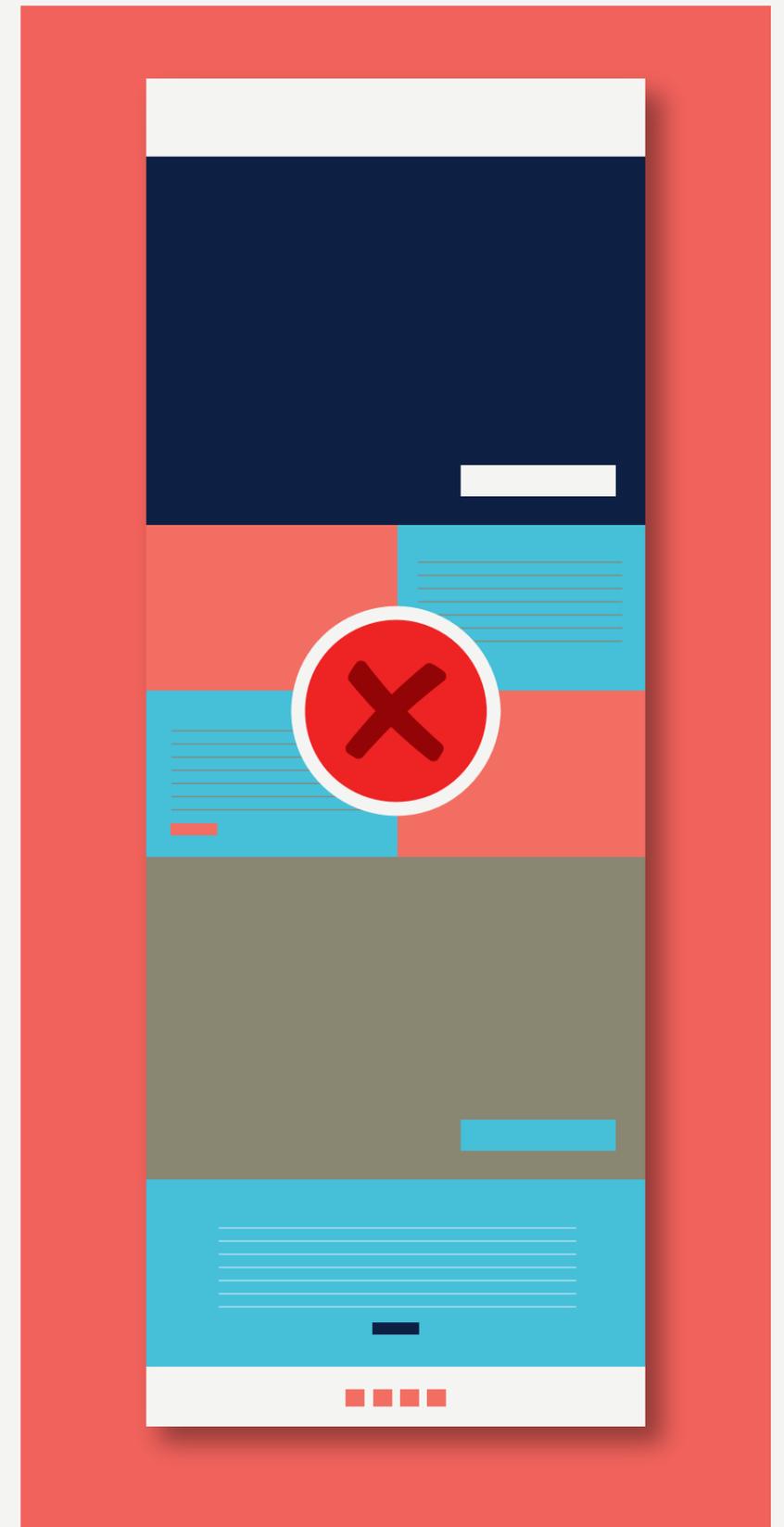
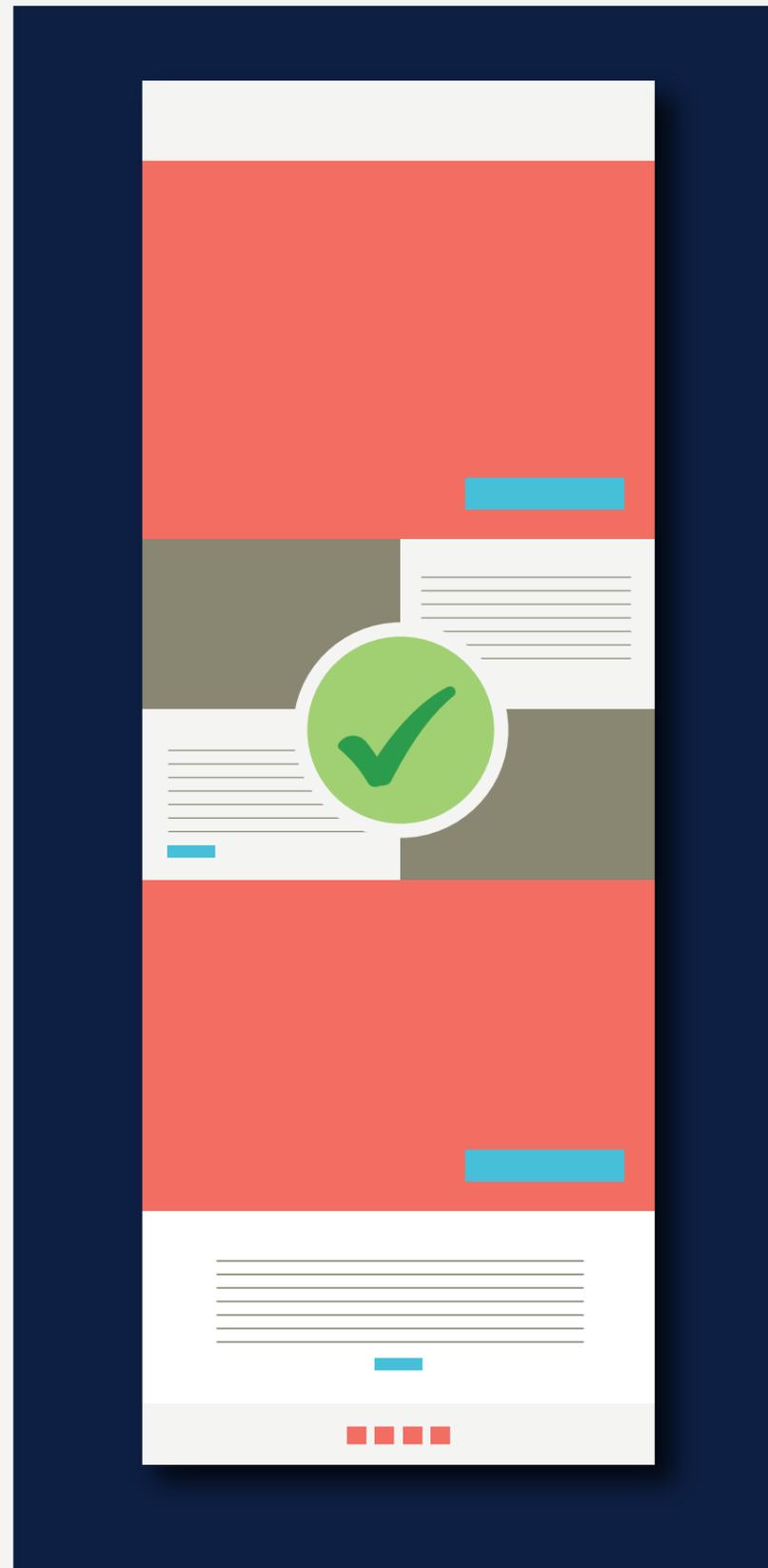
White

CMYK 0 0 0 0
RGB 255 255 255
#ffffff

How we look

Colour balance

It is important to keep a balance of colour when using the palette. Please make sure to use the Coral sparingly to highlight key areas, and do not use the secondary colours as flood colours



How we look

Geometric Elements

We use geometric elements to help build our identity beyond just the logo.

- A** Shapes can be used on marketing materials to aid the design with additional focus points, such as text or images.
- B** The shapes can also be used for page numbering and information boxes.
- C** We recommend a maximum of 3 geometric shapes per design, otherwise it will lose its effectiveness and start to become cluttered.

Advancis brand book v1

A

Advancis

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Advancis

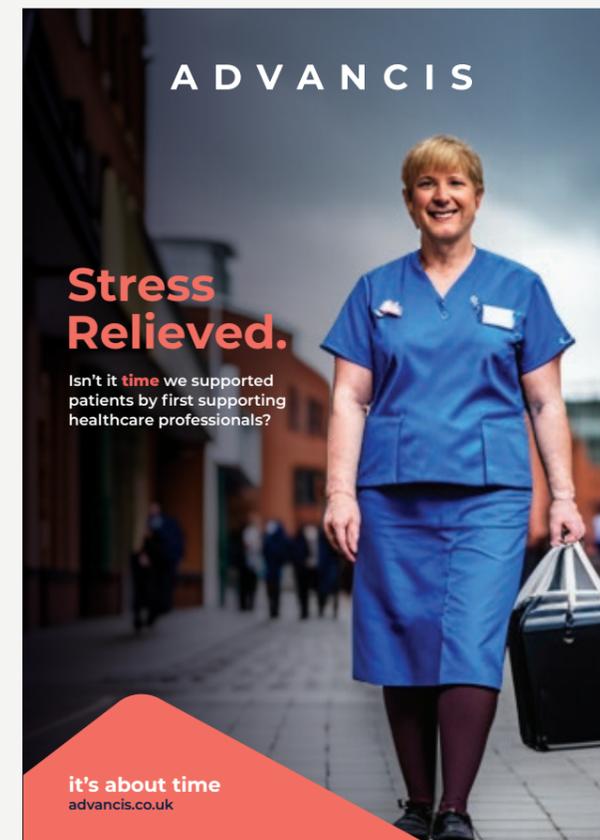
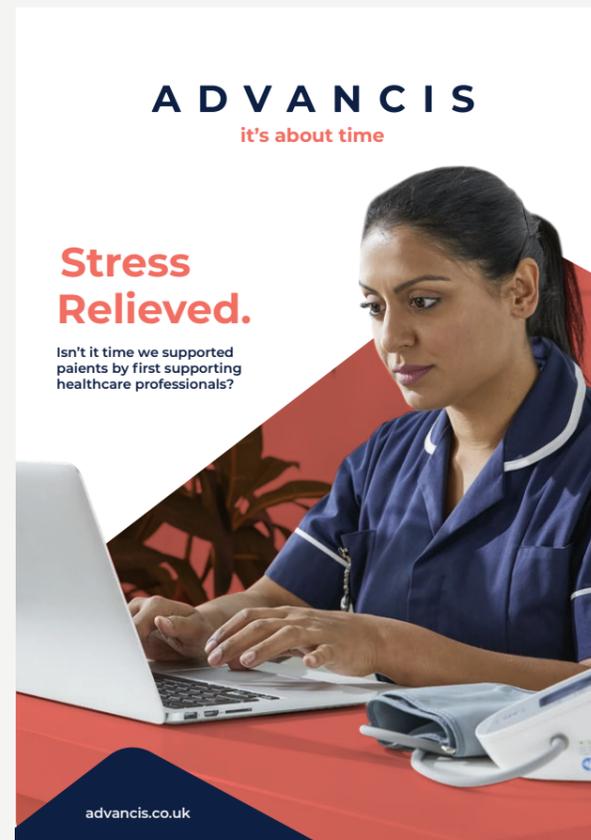
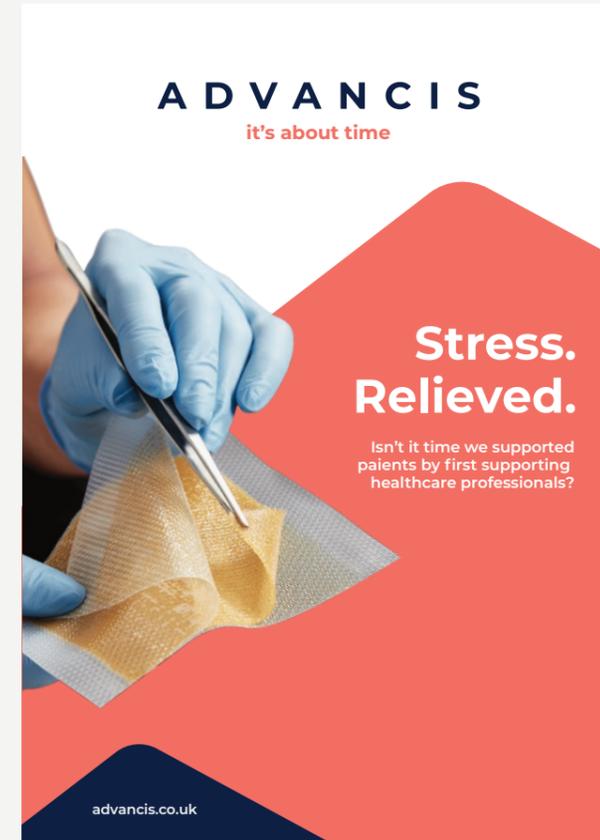
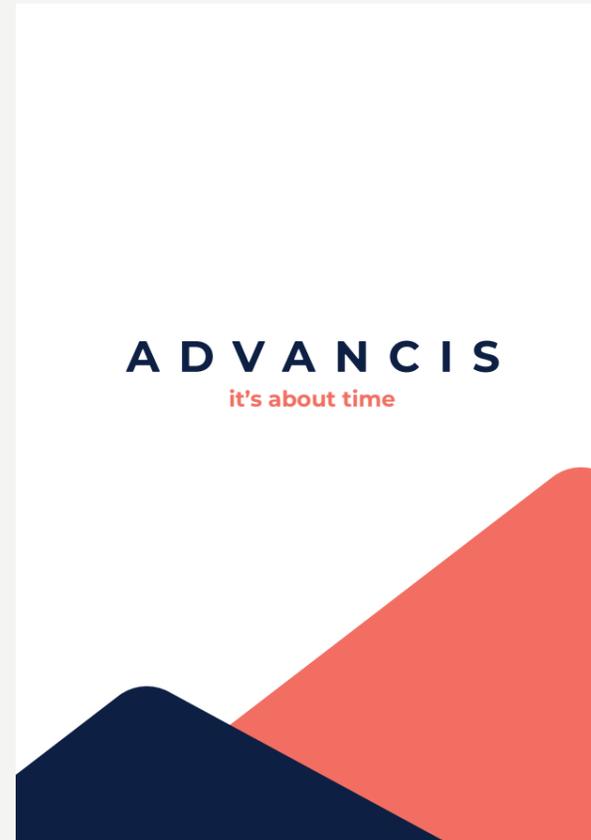
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How we look

Advancis brand book v1

Geometric Application

Here are some examples of the look we want to achieve when combining the shapes with marketing materials.



Typography

Our primary typeface is Montserrat, a versatile modern sans serif with geometric proportions.

Montserrat is websafe digital typeface that is readily available from Google fonts.

Headline typography

**Advancis gives
you time to care.**

Headline / subhead typography

Advancis gives
you time to care.

Body typography

Advancis gives
you time to care.

Montserrat Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Montserrat Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Montserrat SemiBold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Montserrat Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Font substitute

Our brand font may not always be available for use in Word documents, PowerPoint presentations and other digital applications. This page offers an appropriate substitute.

Headline typography

Advancis gives
you time to care.

Headline / subhead typography

Advancis gives
you time to care.

Body typography

Advancis gives
you time to care.

Arial Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Arial Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Arial Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Arial Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

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The look

Advancis brand book v1

Adcept examples

A D V A N C I S

The **Natural Alternative** to Silver

For more information on why you should choose **Activon Manuka honey** over silver, contact Advancis Medical on +44(0)1623 751 500 or email info@advancis.co.uk



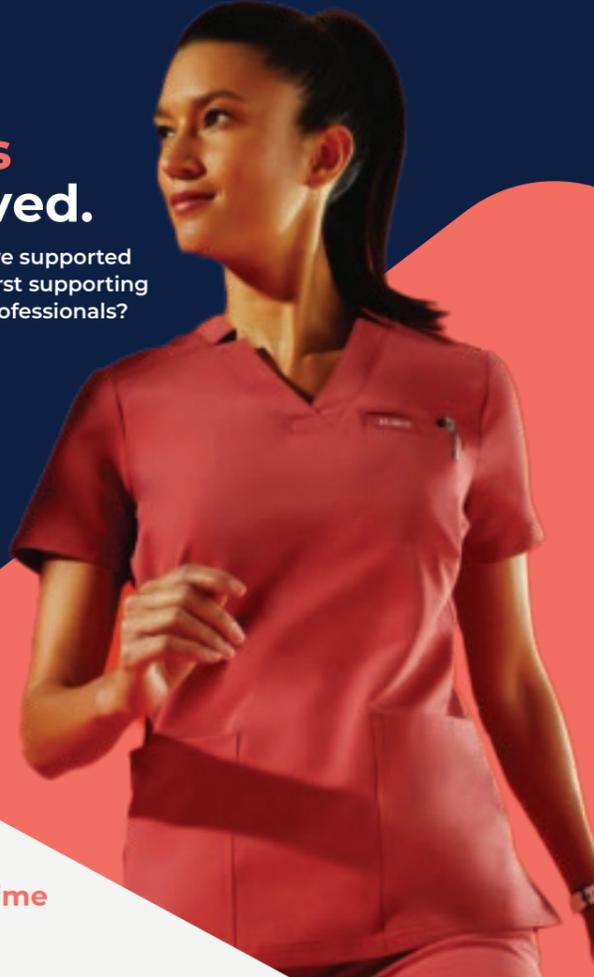
ADVANCIS
ACTIVON
100% Medical Grade Manuka Honey

it's about time
advancis.co.uk

A D V A N C I S

Stress Relieved.

Isn't it **time** we supported patients by first supporting healthcare professionals?



it's about time
advancis.co.uk

PowerPoint slides

ADVANCIS advancis.co.uk

Advancis Powerpoint

it's about time

00

Headline goes here

Omnimi, sam voluptae etur rescient Lorem ipsum dolor sit amet, consectetur adipiscing elit.

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00

➤ Omnimi, sam voluptae etur rescient rehenis dem volum sam, si renesolut liquam et apellign imusam Omnimi, sam voluptae rescient rehenis.

➤ Omnimi, sam voluptae etur rescient rehenis dem volum sam, si renesolut liquam et apellign imusam Omnimi, sam voluptae rescient rehenis.

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00

Headline goes here

- Omnimi, sam voluptae etur rescient rehenis dem

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Headline goes here

advancis.co.uk

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Headline goes here

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The look

HTML email

ADVANCIS
it's about time



Stress Relieved

Main title to go here

Vivineq uonsilibemum di, con delic me aus cae quem teracis? Cae dis nontem rehebeffre, intilica iam in dentilintil hosum consuli emeneme publicips, cerfinam similine mante te atudem, qua visquon siliam inatrum avoctusperi ius; hae vit.

[Read more](#)

Header to go here

Vivineq uonsilibemum di, con delic me aus cae quem teracis? Cae dis nontem rehebeffre, intilica iam in dentilintil hosum consuli emeneme publicips, cerfinam similine mante te atudem, qua visquon siliam inatrum avoctusperi.

[Read more](#)





Header to go here

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[Read more](#)

ADVANCIS
it's about time

[f](#) [@](#) [in](#) [v](#)

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If you no longer wish to receive emails from us you can unsubscribe by [clicking here](#).

Email signature

A D V A N C I S
it's about time

Name Surname
Long Job Title Goes Here

M: 00000 123456 E: Name.Surname@advancis.co.uk **advancis.co.uk**
Head Office, Sidings Road, Kirkby in Ashfield, Nottingham, NG17 7JZ

A D V A N C I S
it's about time

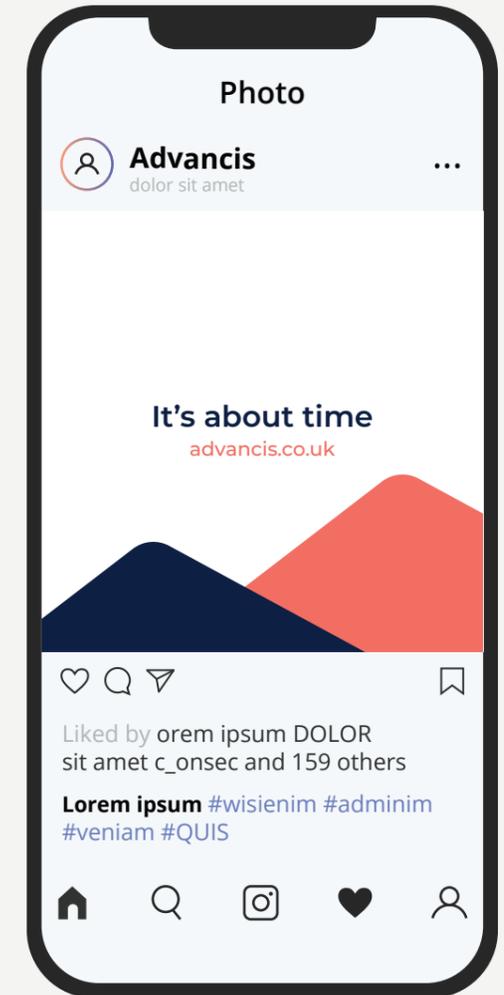
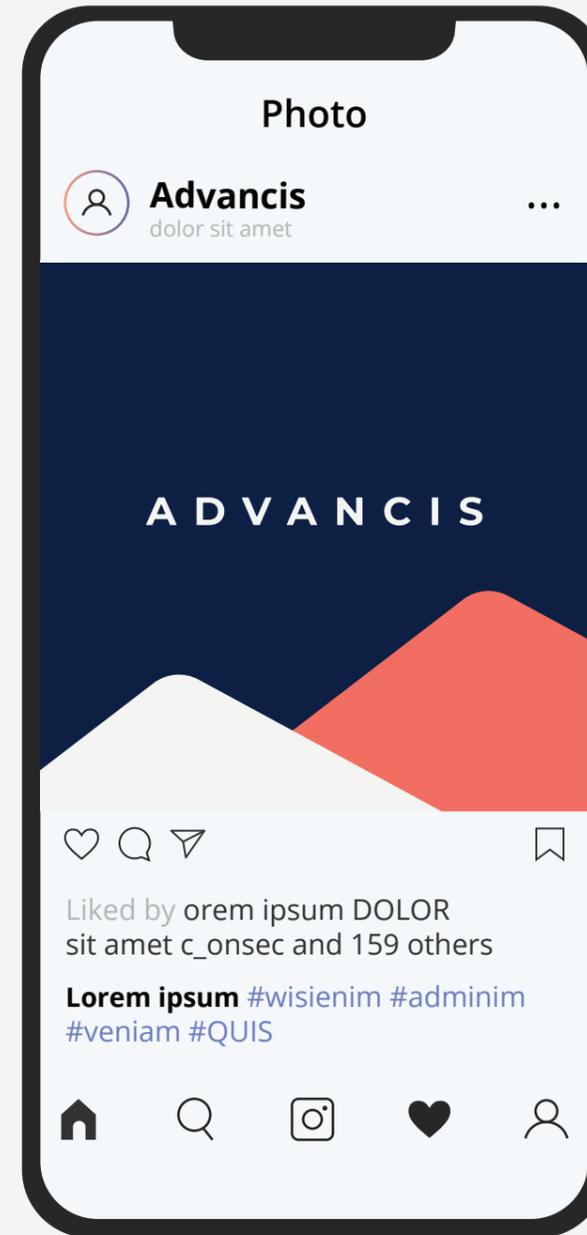
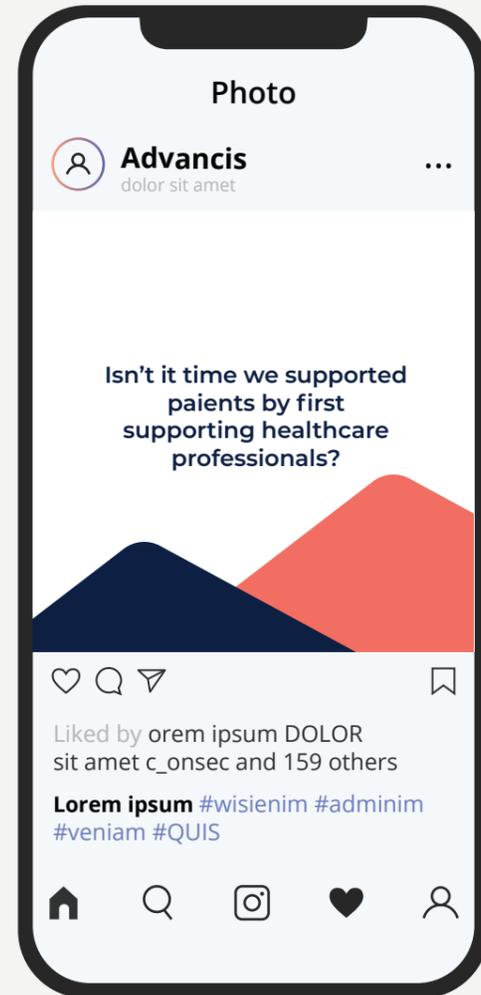
Name Surname
Long Job Title Goes Here

M: 00000 123456 E: Name.Surname@advancis.co.uk **advancis.co.uk**
Head Office, Sidings Road, Kirkby in Ashfield, Nottingham, NG17 7JZ

The look

Advancis brand book v1

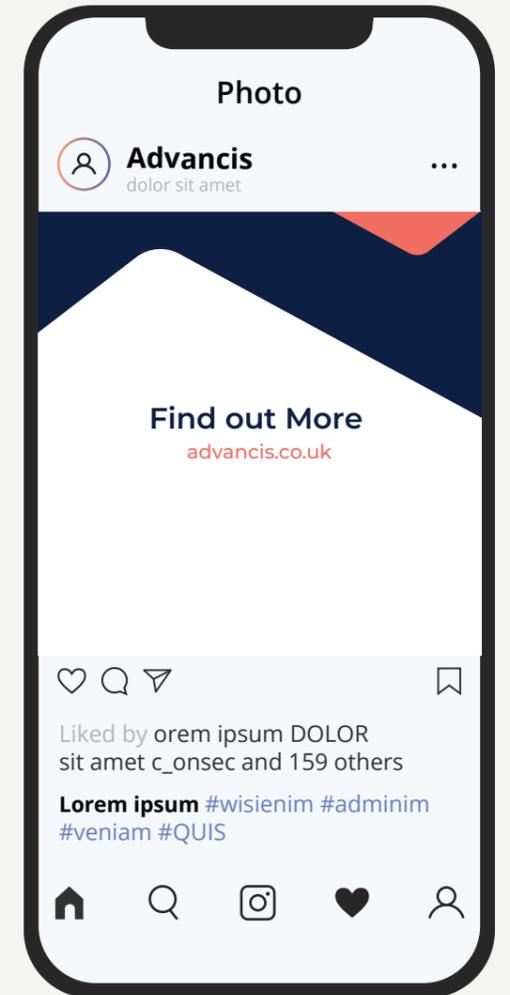
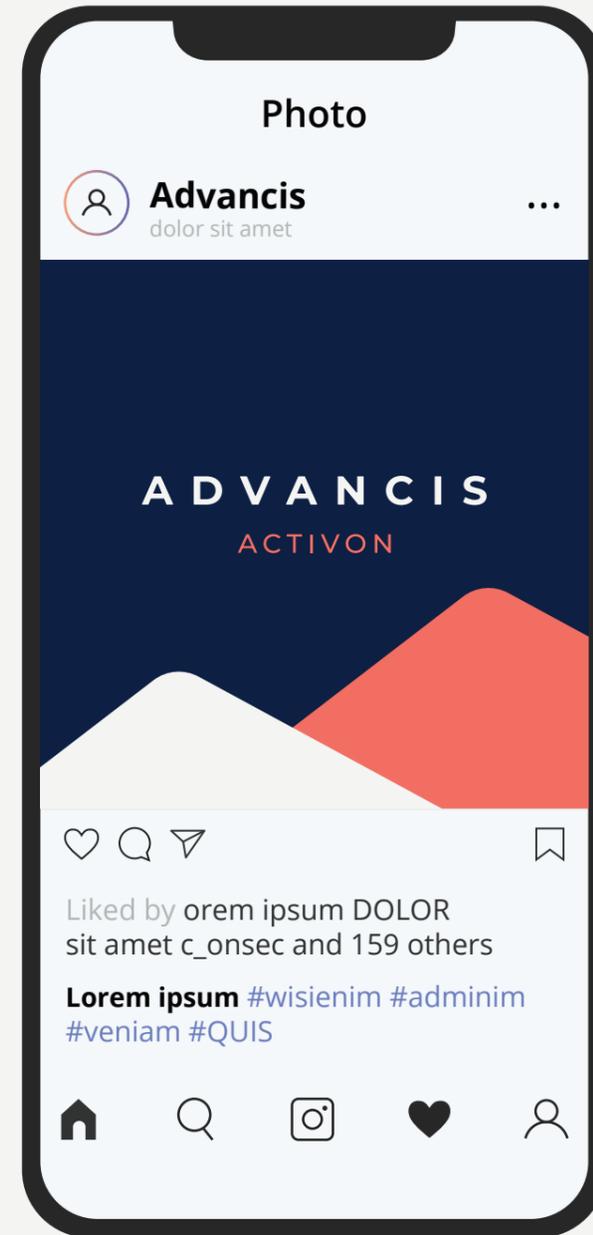
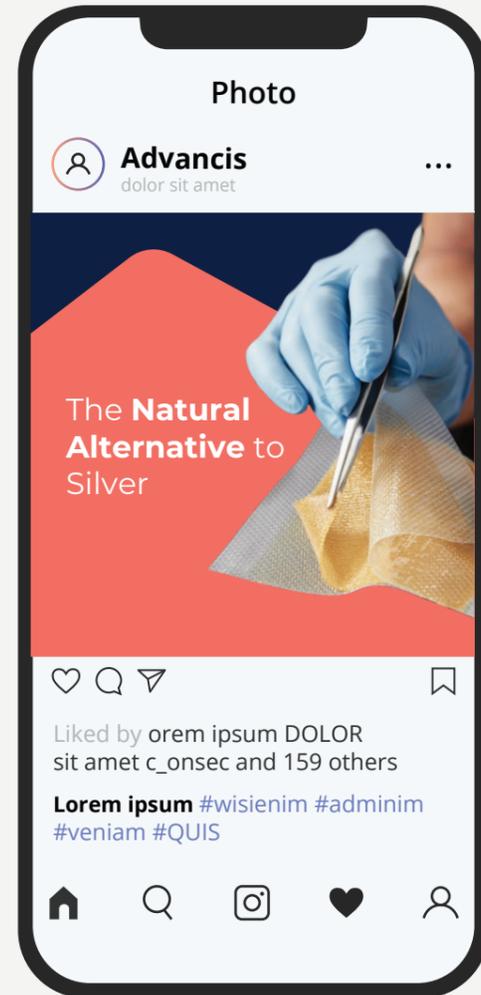
Social media



The look

Advancis brand book v1

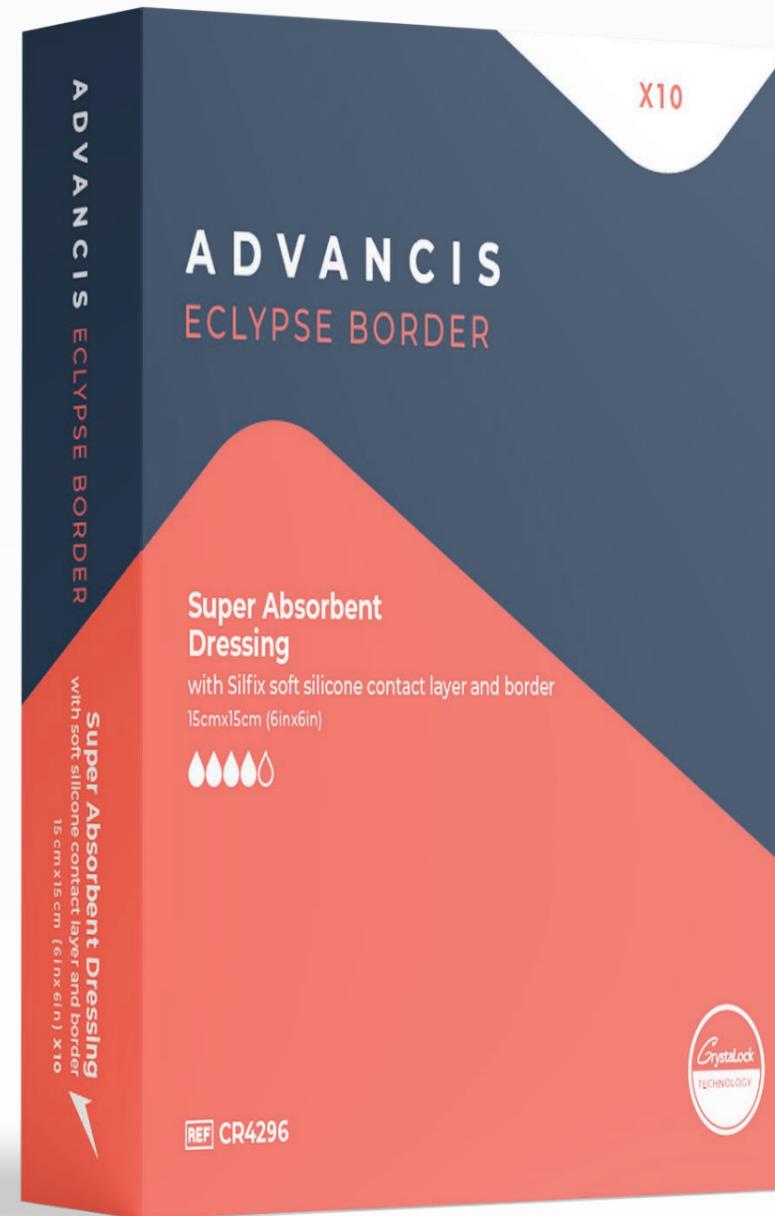
Social media



The look

Advancis brand book v1

Packaging



Case study example

CASE STUDY | DIABETIC ULCER ADVANCIS

Avoiding amputation using the multi-disciplinary foot team and appropriate wound care...

A case study utilising Eclipse

AUTHORS
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 Kathryn Brenton Deputy Head of Podiatry, Diabetes Centre, Morriston Hospital
 Email: Kathryn.Brenton@wales.nhs.uk

Introduction
 Patients suffering with diabetes and develop a foot ulcer are at greater risk of early death, fatal stroke or myocardial infarction than those without a foot ulcer. Diabetic foot ulceration (DFU) is likened to "cancer" as more people die within 5 years from a foot ulcer than those who have colon, breast or prostate cancer. During their lifetime more than 25% of people suffering with diabetes will develop a foot ulcer.
 The NHS spends 20% of its funds on caring for patients with diabetes which equates to £7,000 a minute, this does not include the indirect costs to the patients such as the inability to work and provide for their families and the physical and psychological effects on that patient.
 Successful assessment and treatment of patients with a DFU can reduce the amputation rate by up to 85%, the multi disciplinary foot protection team has been shown to achieve this but unfortunately throughout the country there is inequality of services available for such patients.
 This case study involves a 62 year old male suffering with type 2 diabetes that was admitted to hospital with sepsis of his right foot and was referred to the orthopaedic team for surgical debridement. The podiatry department at Morriston Hospital in Swansea, work closely with the foot surgeons who rely on us for advice on appropriate and timely wound care. This patient had four wounds left open to heal by secondary intention, 3 on the plantar arch and one on the lateral border over the styloid process, all grade 3 B (Texas wound classification).
 Initially post surgical debridement, the wounds appeared to be healthy and granulating but on the second dressing change the wounds were malodorous with copious purulent exudate. The patient was systemically unwell and feared losing his foot.



The above pictures show the plantar and lateral aspect of his foot and the ulcers on the plantar communicated with those on the lateral border with plantar fascia exposed.

advancis.co.uk 

CASE STUDY | DIABETIC ULCER ADVANCIS

Avoiding amputation using the multi-disciplinary foot team and appropriate wound care...

A case study utilising Eclipse

Method
 Managing the exudate was an issue, this foot necessitated a super absorbent dressing, Eclipse® was deemed the dressing of choice. His foot required further debridement but due to his poor health at the time we decided to offer Biosurgery® to reveal the extent of the wound.
 After discussing the risks and benefits to the patient allowing him time to arrive at informed choice, Bio-surgical debridement utilising "free range" Larvae were applied to his foot. On removal the wounds were again red and granulating although the plantar fascia were exposed on the 3 plantar wounds that communicated with the lateral wound. The exudates levels were still high post Biosurgery®, so Eclipse® was continued to manage this and prevent maceration of the intact tissue. After 7 days the patient was discharged home. Prior to him returning home the patient was fitted with a removable cast and temporary footwear. The district nursing services were contacted to visit, initially three times a week which quickly reduced to once a week in conjunction with weekly podiatry outpatient appointments.



Results
 As podiatrists are part of the multidisciplinary team, the orthopaedic surgeon confidently discharged him to our care with the option of being referred back from podiatry if necessary. Within 8 weeks the wounds had practically healed on the plantar aspect and totally healed on the lateral border. Throughout this period the patient did not require any antibiotics or readmission.

Discussion
 Working as a multidisciplinary team ensures the pathway for patients is smooth and the patient is kept informed of all procedures/treatments. Having an understanding of each other's skills is paramount to patient care. The orthopaedic surgeons rely on the secondary care podiatrists for advice on wound care and learn from us how important a thorough and holistic assessment and dressing selection for each type of wound is crucial to aid healing.

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Conclusion
 Eclipse® prevented maceration at the wound margins, which ensured epithelial migration was not compromised enabling complete healing to occur. Less frequent changes not only aids the healing process as the wound bed is not disturbed but is cost effective as the numbers of dressings required are reduced
 (Kerr 2012). The reduction in district nurse's time is a key driver of costs, as work conducted by Drew and Posnett- illustrated. The time taken, not only to heal the wound, but the time involved to treat the wound has a positive effect on the patient's quality of life.
 Involving the Multi Disciplinary Foot Team enhances the patient's pathway during their hospital stay. Incorporating Eclipse® in treating the multi wounds that this patient originally presented with avoided unnecessary disruption to the wound bed and to the patient who was systemically unwell. Eclipse® achieved this objective in this case and demonstrated to be clinically and cost effective and together with the Multi Disciplinary Foot Team prevented amputation.



References
 1. Drew P, Posnett J, Rusling L. The cost of wound care for a local population in England. Int Wound J. 2007;4:149-155.
 2. Kerr M (2012) Foot Care for People with Diabetes: The Economic Case for Change. NHS Diabetes. Available at: http://www.diabetes.nhs.uk/our_publications

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