SAFEHIP®

THE HIP PROTECTOR

Clinically proven hip protection

SAFEHIP ISRAEL

MARCH 2017

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ORDERS 1-700-555-186

Agenda

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1. What is it?
2. What is the consequence?
3. Who is it?
4. Does it work?
5. What is Safehip®?
6. The competition

What is a hip fracture?

What is a hip protector?

Facts about hip fractures



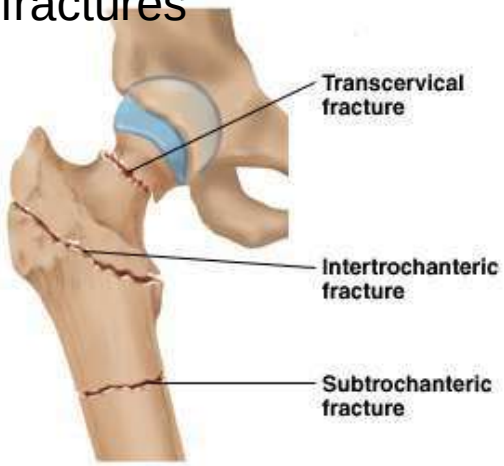
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What is it?

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Hip Fracture

- A hip fracture is a fracture in the proximal end of the femur (the long bone running through the thigh), near the hip joint
- The term "hip fracture" is commonly used to refer to different fractures



Hip Protector

- A hip protector is a protective clothing with pads placed on the hips to reduce risk for hip fracture from falls



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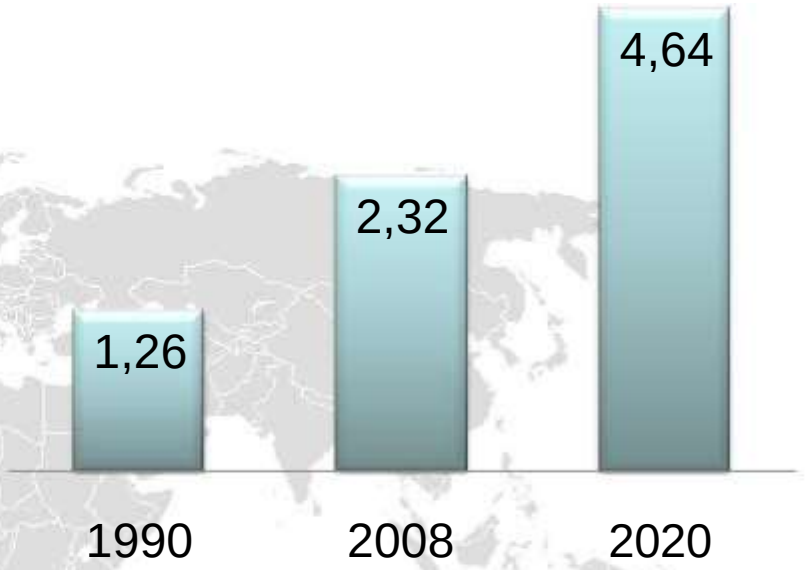
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Worldwide Facts

- As the population ages, the cost of falls is expected to escalate – therefore measures to reduce the incidence of falls will generate significant savings for all health care systems

- The number of hip fractures is expected to exceed 4.6 million before 2020

- Hip fractures count for most hospital beds[4]



Million Hip Fractures[1]



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The personal cost of a hip fracture

The financial cost of a hip fracture



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The Personal Cost of a Hip Fracture

- 50% will never regain previous independence[6]
  - Social isolation
  - Lack of confidence & fear of falling
  - Highly dependent on others for help
  - Cannot remain in own home

- In the UK 78% of hip fracture patients come from their own home – only 46% are discharged to their own home – 10% never leave the hospital[9]

Person's ability to…	Prior to fracture	After 6 months
Dress themselves	86%	49%
Stand up	90%	32%
Walk	75%	15%
Walk on stairs	63%	8%
Walk 900 m	41%	6%

Functional status of 120 patients hospitalized with hip fractures[2]:

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The Personal Cost of a Hip Fracture

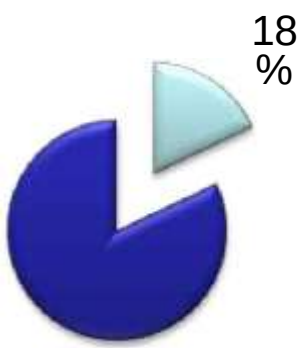
All Women's Mortality Rate One Year After



Women age 50-74



Women age 75-84



Women age 85-



All Men's Mortality Rate One Year After



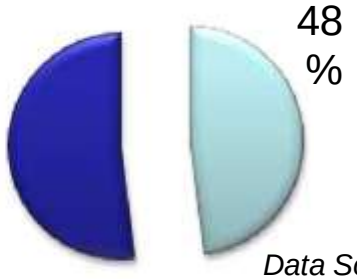
Men age 50-74



Men age 75-84



Men age 85-



Data Source :5

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The Financial Cost of a Hip Fracture

- Health care systems around the world are spending an increasing amount treating hip fractures from the increasing number of elderly
- The cost of each treatment varies from country to country but regardless of the country the price paid for a hip protector is insignificant compared to a full treatment
- The Danish National Board of Health estimated in 2010 that there would be a net saving of 15 – 20 million DKK if hip protectors were used in all elderly homes in Denmark

	Denmark	United Kingdom
Average Health Cost of a Hip Fracture	202 000 DKK[7]	£25 000 – £32 000[8]
Number of patients that can be equipped with Safehip for each prevented fracture	230 patients each receiving three Safehip	250 patients each receiving three Safehip

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What are the risk factors?

Who is at risk of a hip fracture?



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Risk Factors & Groups

One third of people above 65 years experience a fall yearly – half the people above 80[3]



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What is clinical evidence?

Selected clinical trials

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About Clinical Evidence

- There are many ways to test the effectiveness of hip protectors overall and on the specific type
  - Many theoretical tests for measuring the effectiveness have emerged over time and can be used for the initial testing
  - However if one must establish the true effectiveness of a hip protector then a real test with the specific protector using real people over a significant time must be made – such test is called a clinical trial

- SAFEHIP® is the most clinically tested hip protector in the world
  - It has been tested on more than 7000 users in clinical trials in Scandinavia, Holland, Germany, Japan and Australia, and the results are unequivocal:

    SAFEHIP® has a significant effect in reducing the number of hip fractures



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Denmark 2010: Recommendation from ”The Danish National Board of Health”[4]

- The report is based on:
  - Clinical Cost-Effectiveness Review and Primary Economic Evaluation” which reviews the literature from January 2003 to March 2008 & Additional literature published from March 2008 to October 2009
  - Data from the city of Copenhagen’s systematic recording of falls from 2004 to 2006 in elderly homes. The elderly homes have been involved in the fall prevention program which includes the use of hip protectors
- The Findings :
  - Through a systematic approach where the users are allowed to test for a period of time the usage within the risk group have reached **70%**
  - The reduction among the users of hip protectors in the Copenhagen database compared to none-users in the risk group was 68.6**%** ($p<0.05$)
  - *“…a common practice for reimbursement would be suitable. The relevant decision makers are hereby recommended to consider letting the Danish service law paragraph 112* include hip protectors“*
  - *“Based on the commentary, the authors of this Annotated Foreign MTA conclude that there is support for the fact that the use of hip protectors is both clinically effective and cost-effective in the prevention of hip fractures amongst elderly residents of Danish nursing homes at a high risk of falling.”*

68.6% Risk Reduction

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Norway 2008: Risk of hip fracture in soft protected, hard protected and unprotected falls[11]

- The report is based on:
  - Clinical trial conducted in nursing homes in Norway
  - 1236 residents of 18 nursing homes
- The Findings :
  - 64% reduction in hip fractures from falls within the users of hip protectors compared to the non-users of the Safehip horseshoe
  - 59% reduction in hip fractures from falls within the users of hip protectors compared to the non-users with the old Safehip Hard
  - *“"Both types of hip protector have the potential, when worn correctly, to reduce the risk of a hip fracture in falls by nearly 60%."*



64% Risk Reduction

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Clinical Evidence

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"External Hip protectors are effective for the elderly with higher than average risk factors for the hip fractures"

*Koike et al, Osteoporosis Int., 2009, **20**, 1613*

The study concluded that the risk of hip fractures can be reduced by hip protectors among elderly women with a fall history and low BMI.

"Predictors of adherence to the use of Hip Protectors in Nursing Homes Residents"

Warnke A eta, American Geriatrics Society, 2004

The study concluded that the effective use of hip protectors can prevent hip fractures

Specifically, trials of hip protectors in nursing homes showed a significant reduction in hip fractures


Predictors of Adherence to the Use of Hip Protectors in Nursing Home Residents

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The story behind Safehip®

The technologies

The products

Why is Safehip® better?



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The Shields

- The first protector – the hard shield
  - Tytex was the first company to develop a hip protector back in 1993 where the hard shield were presented
  - It was developed in co-operation with the Danish doctor Jes Bruun Lauritsen
  - The hard shield is the shield that has been subject to most trials

- The soft shield – the first horseshoe
  - The first version of the light weight soft foam shield was developed in 2006
  - In the process of development Tytex received external support from experts (Professor Steve Robinovitch, Helena Peters and Jes Bruun Lauritsen)

- The AirX™ shield – textile based horseshoe
  - SAFEHIP® AirX™ was developed in 2007 and introduced worldwide in the spring of 2008 with great success


1993


2006


2008

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The SAFEHIP® Assortment

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Classic





AirX





Active





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The Pant Design

- A seamless design
  - All AirX and Classic pants are light weight and made knitted in one process making them seamless
  - Care instruction and size sewn in
  - = No irritating labels or seams on the skin
- All pants are fixation pants that can hold a continence pad in place
- Four designs
  - Unisex: Neutral design
  - Male: With fly
  - Female: With female pattern
  - Open: For continence



Seamless technology

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The Horseshoe Design

- A patentet design
  - The horseshoe is a Tytex patent
  - Standard hip protectors merely absorb the force from a fall
  - The horseshoe design both absorbs and disperse the force away from the critical area

Standard protector



Horseshoe protector





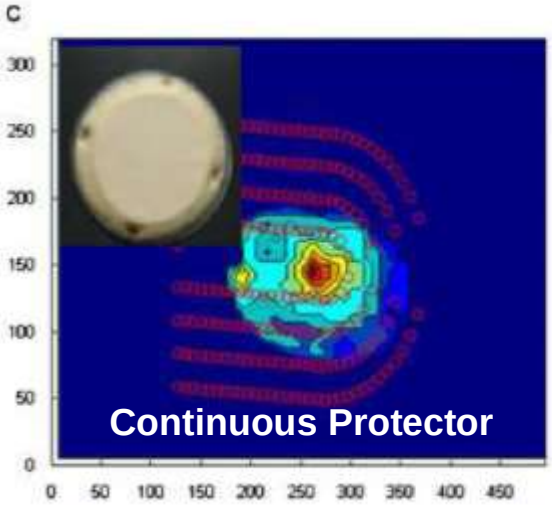
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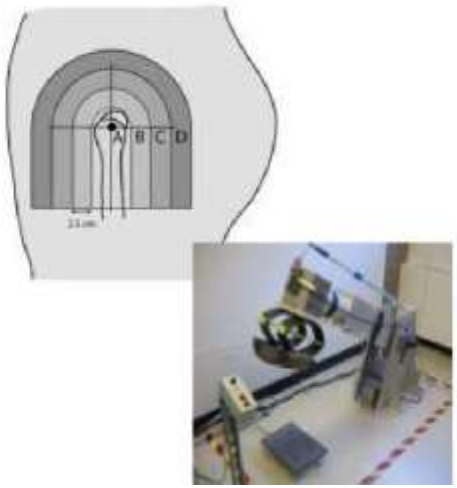


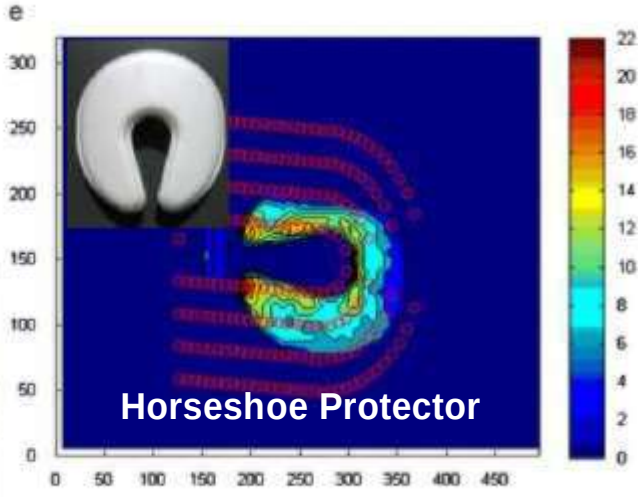


The Horseshoe Design

- A proven design
  - Published articles with tests performed with a horseshoe against a continuous protector have proven that the horseshoe will provide better protection of the critical area[10]







  - The continuous protector to the left shows maximum force right on top of the femur while the horseshoe design shows no force on top of the femur but instead on the strong tissue surrounding it

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The Horseshoe Design

- The AirX™ shield
  - A horseshoe shaped textile based shield made with 3D spacer fabric
  - Washable at high temperatures
  - Breathable

AirX™
Let your body breathe





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The SAFEHIP<>® Assortment

SAFEHIP® AirX™





- Optimal conformability
  - Seamless pant
  - Easy fitting
  - Pants are designed to act like fixation pants to hold an incontinence pad in place securely
  - Breathable AirX™ textile based horseshoe shield
  - The only 100% breathable
- The only 100% breathable hip protector in the market washable at 95°C*
- CE-marked medical device

Washing	Styles	Shield	Composition	Color	Sizes
200°F/95°C	Unisex, Male, Female, Open	AirX™ horseshoe	36% polyamide, 58% cotton, 6% elastane	White	XS – S – M – L – XL - XXL

*According to a recognized test institute: "SAFEHIP® AirX ™ has a significantly better thermo physiological behavior than competitive products and result to a better wear comfort." (EMPA test report no 448819, March 2008)

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SAFEHIP® Classic

- Optimal conformability
  - Seamless pant
  - Easy fitting
  - Pants are designed to act like fixation pants to hold an incontinence pad in place securely





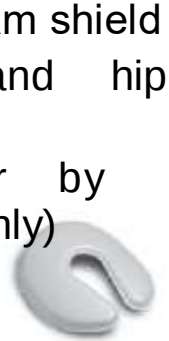
- CE-marked medical device
- Latex Free
- Patented soft foam horseshoe shield

Washing	Styles	Shield	Composition	Color	Sizes
140°F/60°C	Unisex, Male, Female, Open	Soft foam horseshoe	71% cotton, 25% polyester, 4% elastane	White	XS – S – M – L – XL - XXL

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SAFEHIP® Active & Dorso

- Designed for active use
  - For use in rehabilitation and training centres, and for at-home use
  - Easy to put on and take off for both the user and care givers - to be used over normal clothing
  - Breathable AirX™ fabric with foam shield
  - Combined back support and hip protector (Dorso only)
  - To be fitted to the user by orthopaedic technician (Dorso only)











Washing	Styles	Shield	Composition	Color	Sizes
Hand wash	Unisex	Soft foam horseshoe	85% polyester, 15% elastane	Black	S – M – L – XL - XXL

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Re-cap: Why Choose SAFEHIP®?

- Reduces the risk of hip fractures
- SAFEHIP® is most clinically proven hip protector in the world
- SAFEHIP® was the first hip protector in the world
- SAFEHIP® is the only hip protector in the world using the patented horseshoe shaped protector that brings outstanding force reduction capabilities
- SAFEHIP® AirX is the only 100% breathable textile based hip protector in the world

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Who is the competition?

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The Market - Competitors



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Sources

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