



ideal  
Medical Solutions

■ INNOVATIVE EXCELLENCE ■

# The Benefits of Partnering with Ideal Medical Solutions

## Large UK based Salesforce

We have one of the largest UK based salesforce in the industry, allowing us to drive sales and deliver on our sales targets. This includes dedicated resources covering all areas in the UK and Ireland with the opportunity to expand with more products coming into the range.

## Large Stocking Commitments

We currently have 2 large warehouses offering over 12,000 square feet of storage located at our Epsom facility. This allows us to hold large quantities of stock at all times, meaning we can offer next day delivery.

## Clinical Expertise and Theatre Support

Our clinical specialists provide in person support and knowledge to ensure the highest quality and service outcomes can be achieved.

## Product Focus Guaranteed

Due to our robust infrastructure and modest product portfolio we can guarantee your products will be given the necessary air time and investment required to succeed in the UK.

## Leading Industry Insight

Ideal Medical Solutions work with key opinion leaders and experts to ensure we continue to meet healthcare needs and gain rapid market penetration.

## Attendance at National and Local Exhibitions

Ideal Medical Solutions attend more than 100 local and international meetings and events each year to exhibit and network with surgeons and healthcare professionals.

## UK Based Admin and Customer Service Team

Our UK based customer service team are available to support with all enquires.

# Daily Call Points



**Burns**



**Breast/Plastics**



**ENT**



**Gynaecology**



**Neurology**



**Vascular**



**Urology**



**Colorectal**



**Cardio/  
Thoracic**



**Spinal/  
Orthopaedic**



**Trauma**



**Paediatric**

# Our Management Team

## Mr Paul Harris - Medical Director



Mr Harris is listed on the GMC specialist register and is a member of the British Association of Aesthetic Plastic Surgeons (BAAPS), the British Association of Plastic, Reconstructive & Aesthetic Surgeons (BAPRAS) and the International Society of Aesthetic Plastic Surgeons (ISAPS). Not only is Mr Harris an excellent clinical resource, he also provides invaluable commercial insight to help drive sales.



**Andrew Wakeling**  
CEO



**Alexandra Ibbotson**  
Sales & Marketing  
Director



**Sue McCarthy**  
Finance & Operations  
Director



**Suzy Marsh**  
Business Compliance  
Officer

# Our Core Values



## Passion

Act with intensity and a sense of urgency

## People

Promote a balanced and positive work environment

## Core Values

## Purpose

Strive for excellence in all that we do

## Vison

Have fun, be proud and embrace the journey

Maintaining these core values allows us to achieve our ultimate goal, which is to help healthcare professionals provide better care to patients. Our continued ambition is to supply advanced products which support a sustainable healthcare system allowing professionals and patients to better manage the challenges they face every day.

# Our Partners



## OBP Surgical

obp is a medical device company that is reinventing the everyday tools surgeons rely on by integrating single use LED lighting technology into our single-use devices



## Innovia Medical

Innovia Medical® is a family of specialty surgical companies that are passionately committed to partnering with medical professionals to help elevate the delivery of patient care and improve clinical outcomes.



## Meril

Meril is an India based global medical device company who design, manufacture and clinically relevant, state of the-art and best-in-class medical devices to alleviate human suffering.



## Medskin Solutions

MedSkin Solutions combines enhanced biological modes of action and scientific research to help advance regeneration in medical care and professional skin care.



## Waves Medical

Waves Medical LTD specialise in providing an extensive range of surgical equipment including electrosurgical instruments, generators, smoke evacuation equipment and disposables.



## BIMINI Healthcare

BIMINI HEALTH TECH is a global leader in the medical aesthetics, orthobiologics and regenerative markets.



## Elesta SpA

Elesta offer innovative laser ablation and therapeutic solutions that are equally effective and less invasive than traditional therapies.



Global Leaders in Surgical Smoke Evacuation

## IC Medical

I. C. Medical is a market leading medical device company that develops and manufactures devices for surgical smoke collection and evacuation.



## Pheasant Medical

Pheasant Medical is specialist manufacturer of non-stick bipolar forceps.

# What Our Partners Think

“ Our partnership started in 2013, and since then Ideal Medical Solutions have grown to be one of our largest international distributors. I would recommend starting the journey and growing the relationship with Ideal Medical Solutions, they are such a focused, hardworking company that will take your product line and help you make your mark on the UK market and beyond. ”

**Shippert Medical**

*Shippert*

“ IMS has been our trusted partner for over 5 years. They have the infrastructure, network, and clinical knowledge required to successfully launch new product lines while simultaneously driving sales growth for with their existing product catalogue. We look forward to working with IMS for years to come. ”

**EVP of Sales, OBP Medical**

The logo for OBP Medical features the letters 'obp' in a lowercase, sans-serif font. The 'o' is a teal circle with a white outline, and the 'b' and 'p' are white with teal outlines. A small 'TM' trademark symbol is positioned to the upper right of the 'p'. Below the letters, the tagline 'simple, bright ideas.' is written in a smaller, teal, lowercase sans-serif font.

simple, bright ideas.

# Sponsorships

**Ideal Medical Solutions and Sutton United FC partnered in 2022 to raise awareness of men's health across the local community.**

“ We're delighted to announce a new 3-year principal sponsorship deal with Ideal Medical Solutions Ltd, a leading medical device distributor based in Epsom. The Partnership is to raise awareness of the Elesta Echo-Laser for treatment of Benign Prostatic Hyperplasia (BPH) which affects 1 in 2 men over the age of 50 in the UK, and as a result the Echo-Laser logo will appear on the front of the first team shirts from the start of next season. ”

## Sutton United FC

“ As a local business owner, and a Sutton United supporter I feel very passionate about raising awareness of this topic in the local community. The Echo Laser treatment has been widely used across Europe, has a proven safety profile and provides outstanding treatment results for patients. We are actively working with the top Urologists in the UK to make this treatment widely available to everyone who could benefit from it. ”

**Andrew Wakeling, CEO of Ideal Medical Solutions**



Sutton United FC 2023/24 season kit, with our EchoLaser product branding on the front of the shirt.



CEO Andrew Wakeling & Sutton United's Chief Executive Adrian Barry

# About Ideal Medical Solutions



## Our History

Ideal Medical Solutions was established in 2011, with a vision to bring innovative technology to market which would enhance and improve patient outcomes and revolutionize standard of care.

The last few years have seen the company grow significantly; however, the family business ethos hasn't changed, reflected in the care for our patients, people and products. We have invested heavily in the infrastructure of the business and believe this is the foundation to enable us to expand and develop both in the products we sell and in terms of the quality and service we can provide.

## Why Choose to Partner with us?

We pride ourselves on our ability to supply some of the most advanced technologies into the UK and Ireland, sourced from leading manufacturers around the world.

We are committed to the continued development and launch of new products into the UK market that deal with current issues patients and clinicians face. This commitment allows us to dedicate our extensive resources to access and drive sales into new and existing sectors of the UK market.

## Our Aim

Helping healthcare professionals provide better care and patients live better lives will always remain a clear focus for us. Our continued ambition is to supply advanced products which support a sustainable healthcare system allowing professionals and patients to better manage the challenges they face every day.

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