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WELCH ALLYN SOUTH AFRICA (PART OF HILLROM) OVERHAULS BUSINESS MODEL TO BETTER SERVE CUSTOMERS IN THE AFRICAN MARKET

Welch Allyn, a wholly owned subsidiary of global medical technology company Hill-Rom Holdings, Inc. (“**Hillrom**”), is this month, October 2020, transforming its South Africa business set-up from a direct operation to a distributor model.

Whilst meeting local procurement (BEE) requirements, this change will ensure that Hillrom is closer to its customers and that the company can obtain better geographical coverage in both South Africa and Sub-Saharan Africa.

Five distributor partners have been identified through which Hillrom will be serving the African market:

- Kendon Medical Supplies
- Intermed
- Ububele Medical
- BioClin Solutions CC
- SupraHealth KZN

These partners will be fully supported by Hillrom’s Local Country Manager and Key Account Management Team who have bases in Johannesburg, Cape Town and Durban. Hillrom South Africa’s Technical Services Manager, Office Manager and Customer Service Agent, all based in Johannesburg, will also be on hand to provide immediate support. The South African offices are further enhanced by a regional office in Dubai, which covers the Middle East, Africa, Turkey and the Indian Subcontinent markets.

Gernot Pansi, Country Manager for Hillrom South Africa comments; “We are confident that this new model will help to enhance our business relationships at a local level, consequentially allowing for more people to benefit from Hillrom’s cutting-edge products and services and highlighting the role the company plays in its customers’ lives. Furthermore, we hope it will help to cement our position

as Africa's leading tech and insight-driven provider of interconnected, value-adding solutions that work better together to connect caregivers to patients."

Hillrom's innovations help enable earlier diagnosis and treatment, optimise surgical efficiency and accelerate patient recovery while simplifying clinical communication and shifting care closer to home. They aim to improve clinical and economic outcomes and ensure caregivers have the products they need to protect patients, speed up recoveries and help manage conditions.

Their products and services can be found both inside the hospital environment, including A&E, operating rooms, intensive care units, surgical and outpatient clinics, as well as GP surgeries and even at home.

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For more information please contact Country Manager Gernot Pansi on tel: +27 11 513 3000 or email: Gernot.pansi@hillrom.com

About Hillrom

Hillrom is a global medical technology leader whose 10,000 employees have a single purpose: enhancing outcomes for patients and their caregivers by advancing connected care. Around the world, our innovations touch over 7 million patients each day. They help enable earlier diagnosis and treatment, optimize surgical efficiency and accelerate patient recovery while simplifying clinical communication and shifting care closer to home. We make these outcomes possible through connected smart beds, patient lifts, patient assessment and monitoring technologies, caregiver collaboration tools, respiratory care devices, advanced operating room equipment and more, delivering actionable, real-time insights at the point of care. Learn more at hillrom.com.