

ULTIMED TAKES ON BD WITH ULTIGUARD INSULIN SYRINGES

Every pharmacist knows there are very few alternatives when it comes to insulin syringes—the product category has been dominated by Becton Dickinson (BD) for as long as syringes have been around. Even though retailers can make more profits on any other brand of syringes, it has been difficult for syringe manufacturers to penetrate BD's strong hold with the diabetic consumer.

“Even if syringe quality is as good as or better than the leading brand, breaking the psychological barrier with diabetics who have used the same brand for years is a daunting task,” says Shawn McGreevy, Director of Sales for UltiMed, Inc.

“However, we have noticed a huge opportunity for pharmacies to increase profits in this area while also increasing diabetic consumer attraction and retention.”

UltiMed has been using its patented UltiGuard syringe line to make inroads into the insulin syringe market by providing pharmacies differentiated products that can get diabetics to switch brands, allowing pharmacies to bring profits back to syringes.

The UltiGuard syringe line combines high-quality U.S.-manufactured syringes with an FDA-approved dispenser and disposal device—all packaged together at a lower price than the

leading brand. There are over 2 billion syringes disposed of incorrectly each year outside traditional healthcare facilities, which affects not only diabetics but the general public as a whole.

In addition to its new product line, UltiMed has rolled out a private-label program that makes it attainable for large and small chains to offer solutions as efficiently as possible. Historically, insulin syringe and pen needle private-label programs were reserved for large chains and wholesalers. “With the increasing competitive market, small chains and large chains are attempting to create consumer loyalty through product and service offerings, especially toward diabetics,” says Jim Erickson, President of UltiMed. “We offer a differentiated product line in combination with the most flexible private-label program in the market.”

UltiMed, Inc. appears to be on a roll with the UltiGuard and its flexible private label program. In a diabetic environment where large medical device manufacturers are focusing on insulin pumps and glucose meters and large pharmaceutical companies are focusing on a cure for diabetes, UltiMed has found an area that has long since lost the allure of product innovation. UltiMed thus relates its situation to the story of David and Goliath.

“We are the smallest of four U.S. insulin syringe manufactures,” says Erickson. “Therefore, we have to be more flexible and offer differentiated products to our consumers—and I know we have a winner in the UltiGuard.”

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