

With Ethicon unit purchase, Medex steps up its sales push

BY JEFF BELL ■ BUSINESS FIRST
jbell@bizjournals.com

With a focus on the growing alternate-care health market, Dublin-based Medex Inc. is embarking on its first major marketing push since acquiring a subsidiary of Johnson & Johnson this year.

The company has formed a new division to sell its medical products to facilities that include free-standing surgical centers, dialysis and oncology sites, nursing homes, doctor and dentist offices and veterinary practices, said Rick Hartnett, Medex's director of marketing for alternate care.

"We are just following the patient through the continuum of care," Hartnett said. "Anybody with their eyes open can see this is where the patients are going."

"In the 1970s and '80s, everyone felt the hospital was the best place to get optimal medical care. That has totally changed. We find many more people requiring alternate care," he said.

Medex has been doing about \$1 million in annual sales to alternate-care sites, Hartnett said. The company manufactures fluid-

and drug-delivery products, such as syringe pumps, tubing, needle valves, stopcocks and catheters. It also has respiratory and anesthesia product lines.

Most of those sales were made to facilities that employed former hospital managers who ordered Medex products they had used in critical-care areas of hospitals, such as intensive care and neonatal units.

"It's been more of a matter of facilities asking for our products than us marketing them," Hartnett said.

In May, Medex acquired Ethicon Endo-Surgery Inc., the intravenous catheter manufacturing business of Johnson & Johnson. It sells about \$18 million a year in vascular access catheter products a year to alternate-care sites.

Medex has 2,000 employees, including 500 in Central Ohio. About 1,000 employees came with the purchase, including those at plants in Connecticut, Mexico and Italy.

Capital for the acquisition was raised through an undisclosed investment in Medex by One Equity Partners, which manages investments for Bank One Corp. The deal made One Equity Partners the majority shareholder at Medex, which was an employee-owned company at the time of the Ethicon acquisition.

"We're a small player in this niche, which is growing continuously. It's difficult to put a number on the size of it because there are so many different markets for these products," Hartnett said.

Medex has formed an alternate-care business unit with its own sales and marketing directors and four regional sales managers. They will show the product line at Med-Trade, a global health-care trade show scheduled Oct. 9 to Oct. 11 in Atlanta.

"Anybody with their eyes open can see this is where the patients are going."

Rick Hartnett
Medex Inc.

- ▶ For questions, comments or ideas for new stories and partners to feature, contact ContactUs@RMDadvertising.com.
- ▶ Visit www.RMDadvertising.com/MedexArchive.htm to view RMD's Medex press archives.
- ▶ Visit www.RMDadvertising.com/press/clpress.htm to view our press credentials.

RMD
advertising brand strategy
public relations