

# Travis E. Baugh, President and Chief Operating Officer – Healthpoint, Ltd.

**HEALTHPOINT**  
A DFB COMPANY

Chimere G. Holmes

**T**ravis E. Baugh, President and Chief Operating Officer of Healthpoint, Ltd. offers an up close and personal look inside the company's vital role in the wound care industry and his day-to-day roles and responsibilities in overseeing the business as its corporate commander-in-chief.

**CH:** Please describe your work experiences that prepared you for your current position as President and Chief Operating Officer of Healthpoint:

**TB:** I have been a member of Healthpoint's parent company Board of Directors (DFB Pharmaceuticals) since 2004. Having that background helped me immensely in my transition to a full time role in 2008. Prior to joining Healthpoint, I was CEO of MicroMed Cardiovascular, Inc., a medical device company that developed the DeBakey VAD®, a miniaturized ventricular assist device, in collaboration with NASA and Dr. Michael DeBakey's team at the Baylor College of Medicine. In that role, I dealt with all aspects of the healthcare system, including navigating the complex regulatory environments from our US Food and Drug Administration and various international regulatory agencies, confronting reimbursement issues from both private and public payors and the challenges of manufacturing, selling and distributing a technologically challenging product line.

**CH:** What are some specific things our readers should know about Healthpoint?

**TB:** Healthpoint, Ltd. is a privately held specialty pharmaceutical company headquartered in Fort Worth, Texas that is dedicated to innovative technologies that serve the wound care, burn, and skin sepsis markets. We are a fully integrated specialty pharmaceutical company with dedicated R&D, regulatory, and marketing functions; as well as an institutional-based US sales force of more than 140 sales representatives. Healthpoint is also committed to advancing the care and treatment of wounds through the development of advanced cellular technologies, as well as support of industry leading continuing education from THE WOUND INSTITUTE®.

**CH:** How were you first introduced to wounds and wound care and why do you enjoy working in this evolving arena?

**TB:** I first became exposed to advanced wound care while at MicroMed where I became aware of a unique thrombin peptide technology that was in clinical trials for the treatment of venous leg ulcers. We licensed the technology so it could be



applied to the heart muscle with the objective of repairing or regenerating infarcted myocardial cells. Most of what I have learned about wound care has occurred through my professional positions and relationship with DFB and Healthpoint. What I find most satisfying about this area of medicine is that wound care is a very compelling human need. We make products that help people heal.

**CH:** How does Healthpoint value tissue management and infection prevention?

**TB:** Healthpoint's principal business is in the tissue management/wound care sector, with most of our products and resources focused in that area. However, we also have a small group of professionals dedicated to the operating room environment. Infection prevention in that arena is of critical importance, particularly now that hospitals are not able to charge Medicare for hospital-acquired infections. We have developed a line of anti-infection products, including TRISEPTIN® Antiseptic Surgical scrub and SURGICEPT® Waterless Surgical scrub with a patented formulation that provides persistent antibacterial protection. Both have skin emollients that help moisturize the hands of professionals who use these types of products several times each day.



These dressings are easy-to-use, highly absorptive external dressings for the local management of wounds such as ulcers (pressure, venous stasis, and arterial), donor sites, abrasions, lacerations, radiation burns, post-surgical incisions, and other wounds caused by trauma. HYDROFERA BLUE® Bacteriostatic Dressings absorb wound exudate and inhibit the growth of bacteria that can lead to infection.



The OASIS® Wound Matrix is comprised of porcine-derived, acellular small intestine submucosa (SIS) material to form a matrix-based product compatible with human tissue. In contrast to other collagen-based wound care, OASIS® Wound Matrix is a complex scaffold that provides an optimal environment for restoration of tissue structure and function. The OASIS® Wound Matrix is indicated for use in all partial and full thickness wounds and skin loss injuries as well as superficial and second-degree burns. The OASIS® Wound Matrix is contraindicated for individuals with porcine allergies and third degree burns.

**CH:** What are some of the company's biggest accomplishments thus far? What are some of your key products that clearly distinguish your brand?

**TB:** I believe our greatest accomplishment is the metamorphosis we have had as an organization over the past few years. Healthpoint was originally founded as a sales and marketing organization. In the past 3 years, we have completely converted our business to approved drugs, biologics, and devices. Our principal products include Collagenase SANTYL® Ointment, which provides continuous and active debridement of necrotic tissue for chronic dermal ulcers and severely burned areas; OASIS® Wound Matrix, a complex scaffold comprised of porcine-derived, acellular small intestine submucosa material to form a matrix-based product compatible with human tissue that provides an optimal environment for restoration of tissue structure and function; Hydrofera Blue® Bacteriostatic Wound Dressing, an easy-to-use, highly absorptive external dressing for the local management of wounds, absorbing wound exudate and inhibiting the growth of bacteria that can lead to infection; and XENADERM® Ointment, which provides protection for wounds complicated by moisture and doesn't require a secondary dressing enabling easy, frequent wound assessment.



Collagenase SANTYL® Ointment provides continuous and active debridement of necrotic tissue for chronic dermal ulcers and severely burned areas. This sterile enzymatic debriding ointment contains 250 collagenase units per gram of white petrolatum USP. Occasional slight transient erythema has been noticed in surrounding tissue when applied outside the wound. One case of systemic hypersensitivity has been reported after 1 year of treatment with collagenase and cortisone.



The patented base formula of XENADERM® Ointment provides protection for wounds complicated by moisture. Its clear formulation doesn't require a secondary dressing, enabling easy, frequent wound assessment. When applied to a sensitive area, a temporary stinging sensation may be noted.

**CH:** Please describe the mission and vision of your company:

**TB:** Healthpoint is uniquely committed to advancing the science and innovation of wound care. Each and every one of our employees is committed to innovation in the prevention and treatment of chronic wounds. Our unparalleled experience and devotion keep us at the forefront in the research, development, and

marketing of wound care biotechnology that enhances the body's natural ability to heal.

**CH:** How exactly does your personal vision of success fit with the company's goals?

**TB:** My personal vision of success is to be the best at what I do. Our company's mission exemplifies this— To become the leader in advancing wound care.

**CH:** Please explain what must take place on a daily basis at Healthpoint in order to accommodate patients, clinicians, and healthcare facilities.

**TB:** All of our technology is developed with our patients and the healthcare professionals who treat them in mind. Our daily efforts are enhanced by a responsive customer care organization to handle any concerns or questions that a patient or caregiver may have; a dedicated healthcare systems group that ensures product availability and access in all distribution channels; a professional medical education team that coordinates continuing medical education to practitioners; and a Research and Development organization that has an untiring dedication to bring new products to those in need.

**CH:** Looking ahead, what are some incentives or products Healthpoint is working on?

**TB:** We recently launched a consumer version of our highly regarded SURGICEPT® Surgical scrub branded as ULTRACEPT™ Antiseptic Hand wash. We are also involved in several ongoing clinical trials, including a 235-subject Phase II dose response study investigating an experimental, cell based wound therapy, HP802-247, which is intended for the treatment of venous leg ulcers. HP802-247 is a topical spray containing living keratinocytes and fibroblasts. We believe this will be a game-changing technology. We also recently announced the acquisition of two cell-based technologies from Intercytex Limited, including CYZACT™, human dermal fibroblasts delivered via a fibrin sheet and produced utilizing a streamlined manufacturing process as compared to similar products and ICX-SKN, a combination of fibroblasts and fibrin matrix that are remodeled to produce a collagen matrix that allows the engineered tissue to remain intact in a hostile wound environment. We believe these assets along with the rest of our cellular therapy portfolio will position Healthpoint as the unequivocal leader in advancing wound care technology. ■

For more information about Healthpoint and its products,  
please visit [www.healthpoint.com](http://www.healthpoint.com).