

Mike Genau Global President of the Active Healing Solutions™ Division of Kinetic Concepts Inc

Chimere G. Holmes

Mike Genau recently packed up his family and bid a fond farewell to Annapolis, Maryland and headed to San Antonio, Texas to become the Global President of the Active Healing Solutions™ division for Kinetic Concepts Inc (KCI). KCI has two other divisions, Therapeutic Support Systems, which offers a clinically effective portfolio of beds, mattress replacement systems, and other products for wound care, bariatric care and critical care settings; and LifeCell, which develops and markets regenerative medicine applications for use in reconstructive, urogynecologic, and orthopedic surgical procedures. Mike has spent the last 20 years working for a number of different companies and various healthcare segments, ranging from patient monitoring in cardiology to wound care. His passion for the healthcare field was ignited in his early years as an EMT; his interest in wounds and wound care was fueled while he was an executive with Johnson and Johnson Medical, Inc., where over several years he gained a greater appreciation for wound care, patient care, and various products and technologies. Having started in the commercial end of the business and gradually working his way up the corporate ladder, Mike can recall learning all of the fascinating ways one could use technology and services to advance a patient's overall quality of care. "My motivation and drive when entering in this business were that patients ultimately get to live a quality life and here I am, 23 years later, still trying to make a difference," he says.

At KCI, Mike's team oversees product design, marketing, manufacturing, and support, which include sales, professional education, clinical expertise, and research. The vision of the Active Healing Solutions™ division involves some of wound care's finest men and women targeting international success. "KCI's focus is to transform medicine globally," Mike says. "We do this by identifying unmet clinical needs then solving them. We see V.A.C.® Therapy, ABThera™ and other products we plan to introduce as great tools for caregivers to advance the quality of care, to improve outcomes, and have an impact on the patient."

When asked how he defines his own personal mission at KCI, Mike explained that he takes the global concept seriously. "We need to reach more patients who need advanced wound care," he says. "Looking around the globe, you see opportunities in the demographics. For example, in Japan,



we've made a business objective to invest in the country while bringing our technology, support surfaces, education, clinical studies, and expertise to provide a higher level of care to potentially some 250,000 wounds. NPWT is not used in Japan right now, so KCI will be the first to provide this advanced set of products and solutions." As President, Mike also has to stay focused on helping his team perform the best they can in a competitive marketplace. "I see my personal responsibility as being the one who clears the way, helps employees really do their jobs, and helps physicians and nurses be successful by delivering products, solutions, education, and what's needed in the care settings to improve patient outcomes. We want to be the company that not only offers solutions for what we see today, but also ways to work together to improve technologies for tomorrow."

Active Healing Solutions™



Since its introduction, V.A.C.® Therapy has changed the way wounds are healed. With more clinical evidence than any other advanced wound healing device, V.A.C. Therapy has been selected as the treatment of choice for more than 3,000,000 patients worldwide. V.A.C. Therapy promotes wound healing through negative pressure wound therapy (NPWT). By delivering negative pressure (a vacuum) at the wound site through a patented dressing, V.A.C. Therapy draws wound edges together, removes infectious materials and promotes granulation tissue formation. With more than three million patients treated worldwide, only V.A.C. Therapy delivers the proven clinical and economic outcomes caregivers can trust.



ABThera™ Open Abdomen Negative Pressure Therapy System, is one of the latest additions to the Negative Pressure Technology Platform (NPTP). ABThera addresses patient quality of life through an easy-to-use system designed to assist surgeons in the management and treatment of the open abdomen and to help achieve primary fascial closure. The ABThera system is indicated for temporary bridging of abdominal wall openings where primary closure is not possible or repeat abdominal entries are necessary. The system's intended use is in open abdominal wounds, with exposed viscera, including but not limited to abdominal compartment syndrome.

Despite the tumultuous economic climate, KCI remains strong and optimistic. As a result of proven clinical outcomes and overall experience, the Active Healing Solutions™ team anticipates continued success. “We like our position today, and a lot of that is due to our experience and our proven clinical outcomes,” Mike says. “For instance, more than 500 journal articles have been published regarding KCI’s proven outcomes in treating more than 3 million patients. We’re a very resilient business that is built for the future, we continue to invest in technologies, and I think as a result we have done well in this challenging economic environment.”

Mike’s focus revolves around patients first, all around quality, and cost-effectiveness. “We always think about what we’re doing everyday and how it might influence patient outcome,” Mike says. “We can never compromise this goal. We want to continue to provide the highest level of quality and service in the industry. My definition of quality exceeds just products. Quality is how fast we service customers and how accurately we operate. Everything we do has a quality metric associated with it. Regarding today’s economy, we know it’s challenging across the board globally and so it’s up to us as a leader in this industry to

“When focusing on ABThera, the open abdomen negative pressure therapy system, it’s important to understand that patients typically come into the ER/trauma setting with an abdominal injury that can be either an open abdomen or abdominal compartment syndrome. ABThera affords caregivers and physicians a better way to improve the chances of survival for these patients, many of which don’t survive because of the blunt trauma of their injury. By helping extract fluids and exudate from the abdominal cavity and reducing the risk of infection, ABThera helps stabilize an otherwise very unstable clinical setting. The product is unique in how it works.”



LifeCell™ Corporation: LifeCell develops and markets tissue repair products for use in reconstructive, urogynecologic and orthopedic surgical procedures. LifeCell's current marketed products include: Strattice™ Reconstructive Tissue Matrix and AlloDerm® Regenerative Tissue Matrix for plastic, reconstructive, general surgical, burn, and periodontal procedures; Cymetra® Regenerative Tissue Matrix, a particulate form of AlloDerm® Tissue Matrix suitable for injection; Repliform® Regenerative Tissue Matrix for urogynecologic surgical procedures; GraftJacket® for orthopedic surgical procedures; and AlloCraft™ DBM, for bone grafting procedures.

KCI THERAPEUTIC Support Systems

KCI designs and manufactures therapeutic support systems that assist healthcare providers in managing the chronic and life-threatening complications of patient immobility. These support systems provide clinically proven, cost-efficient therapies that address patient and caregiver needs in the acute care and long-term care settings and at home. Products and programs are used to prevent and treat pressure ulcers in addition to providing the support, the comfort and mobility of patients of size.

provide more than just product. We provide a host of solutions that cover the gamut, and we need to deliver those in the most cost effective way possible.”

KCI is not just built on one product; it is built on a portfolio of products and concentrates on how each product addresses specific needs. “Our products are only as good as our professional education, how we train clinicians and technicians, and the evidence-based studies that underscore the accuracy and the quality of outcomes that comes through our products,” Mike notes. “It’s about the on-call clinical experts that are accessible 24 hours a day and how we simplify operational components. We call this 360 degrees of healing. KCI is the only company that provides this comprehensive way of thinking about care. It involves product — for example, V.A.C.® Therapy — but its much more than that. When examining 360 degrees of healing, we see that our customers and need tools and solutions. We can deliver something very broad, clinically sound, and comprehensive.”

Looking ahead, Mike notes that various products will continue to enhance KCI’s wound therapy business and build its brand. “We want to be seen as a total solution provider in the 360 degrees of healing,” he says. “We are and continue to be committed to bringing more innovation and more solutions to our patients.” ■