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Sedana Medical AB (publ) recruits new Nordic Sales Manager

Sedana Medical AB (“Sedana Medical” or “the Company”) is recruiting Thor Sundsvik as its Nordic Sales Manager and is thus established in the Nordic region with its own sales organization. Thor Sundsvik joins from Linde Healthcare and will take up his duties at Sedana Medical on 25 September 2017.

Alongside the ongoing clinical study being conducted in Germany and ahead of planned marketing authorisation for the medicinal product IsoConDa® (isoflurane) in Europe, Sedana Medical is building up an international sales organisation of its own in its principal markets, supplemented by external distributors in other markets.

Sedana Medical several years ago established a presence with its own sales organisation in Germany, where its medical device AnaConDa is now sold. AnaConDa is a patented medical device with a unique technology making it possible to sedate patients with volatile anaesthetics, IsoConDa, in intensive care units, so called inhalation sedation. A separate direct sales organisation was also set up some time ago in France, and is starting to bear fruit. Now, in the autumn of 2017, it is time for the Company to open the door to its own direct sales of AnaConDa in the Nordic Region as well, and make preparations for the launch of the future medicinal product the IsoConDa.

“We are proud that we are taking this step in our development. The Nordic Region, which is our domestic market, is important to us. This is entirely in line with our strategy of independently developing inhalation sedation therapy in intensive care and expansion of our own sales organisation in several European countries. We are consequently taking a major step towards realising our vision of making inhalation sedation with IsoConDa and AnaConDa a global standard of care treatment for the sedation of mechanically ventilated patients in intensive care,” says Christer Ahlberg, CEO of Sedana Medical AB (publ).

The market in brief

Sedana Medical's market consists primarily of mechanically ventilated intensive care patients. The market for sedation of mechanically ventilated intensive care patients today consists of established drugs that are administered intravenously. The target group the Company is focusing on are those patients who are ventilated for more than 24 hours, a target group that globally amounts to between two and four million patients per year. In total, the Company consider this to be a market of SEK 10-20 billion per year, of which Europe accounts for about SEK 6 billion.

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Sedana Medical AB (publ) is a Swedish company that develops, manufactures and sells the medical device AnaConDa. AnaConDa is a medical device for inhalation sedation of mechanically ventilated patients in intensive care units. At the end of 2016, the company initiated a major clinical study to receive market approval in Europe for IsoConDa (isoflurane) for inhalation sedation in intensive care units. The study is expected to end in late 2018. Registration is expected at the end of 2019. Sedana Medical has sales offices in Germany, Spain and France, as well as external distributors in Europe, the Middle East, Canada, Australia and South Korea. The headquarters is based in Danderyd, Sweden and the company has R&D operations in Ireland.