

2024-01-15

Care of Sweden takes major leap into the future – from medical technology company to corporation

Care of Sweden is now making a significant advancement by transforming its operations into a corporation. The company, which has long had the vision of eliminating pressure ulcers/injuries, has developed a new strategy to expand globally and make its solutions more accessible. Through new factories, AI technology, and a modern sales strategy, Care of Sweden is positioning itself to meet the growing needs in healthcare, focusing on innovation, accessibility, and efficiency.

Since its inception, Care of Sweden has had a clear vision: a world without pressure ulcers/injuries. To continue its journey toward this goal, the company has been preparing for a comprehensive transformation since 2021 – evolving into a corporation.

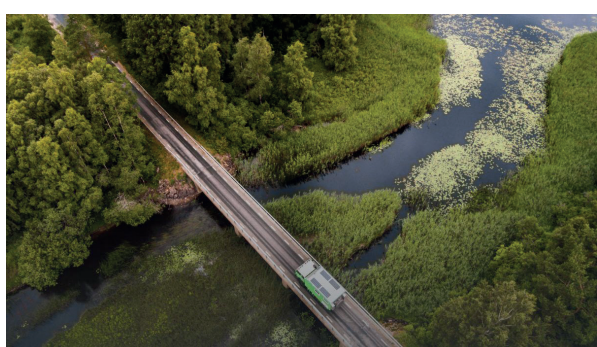
New strategy for growth and development

Care of Sweden's efforts to prevent pressure ulcers/injuries extend far beyond Sweden's borders. The vision is global and requires both growth and technological advancement.

"The increasing demographics raise the demand for medical technology products. This has formed the basis for the company's new strategy, which consists of three pillars: effectiveness, accessibility, and internationalization," says Karl Bülow, CSO.

Efficient production with new factory

A significant step towards increased effectiveness is the newly opened factory in Latvia. This state-of-the-art facility complements the existing factory in Tranemo and offers significantly better production capacity and improved working environments.



"Efficiency has increased considerably, and we can now handle greater demand for our products," says Karl Bülow.

AI facilitates and enhances product accessibility

An aging population means a higher proportion of individuals at risk for pressure ulcers/injuries, while the healthcare workforce has become a shortage profession, requiring more to work in caregiving and fewer in medical technology. To meet the growing demand for simplicity and user-friendliness in healthcare, Care of Sweden has developed an AI platform over the years that makes their products easier to use while also contributing to resource efficiency in healthcare. This AI-driven technology frees healthcare professionals from technical tasks, allowing them to focus more on patient care.

"The platform can now free up healthcare staff to care for patients instead of fiddling with technical equipment. The new platform even makes it so easy that the products can be used at home without the presence of trained healthcare professionals, which is a significant step in relieving the burden on healthcare staff," explains Karl Bülow.

Global expansion and modern sales

The third part of the strategy concerns internationalization. With efficient production and user-friendly products, the next step is to reach new markets. Traditional sales channels are no longer sufficient, and Care of Sweden has therefore developed a new sales model inspired by modern marketplace concepts.

"We are transforming our sales and implementing direct sales in markets that are ready for our products and where we do not have established distribution," says Amar Demirovic, market analyst.

Through this strategy, the company will grow organically both directly and with established partners.

New organizational structure

As part of the conversion into a corporation, Care of Sweden has also changed its organizational structure. With a headquarters in Tranemo and production in Latvia, they are creating a flexible and cost-effective organization.

"We see ourselves as a European player where we centralize functions at the headquarters in Tranemo," says Karl Bülow.

Key people and strategic collaborations

To ensure success in new markets, the company focuses on building relationships with key individuals, such as researchers and professors, known as Key Opinion Leaders. An ongoing research collaboration in Spain is an example of how these partnerships strengthen the company's market entry.

"By establishing trust, we can more easily introduce our products to new markets," says Amar Demirovic.

Care of Sweden, which is celebrating its 25th anniversary this year, continues to challenge the industry and is developing not only new products but also new ways to achieve its vision.



About

Care of Sweden is a leader in pressure ulcer/injury innovation, dedicated to providing solutions that empower patients and improve outcomes with the help of healthcare systems worldwide. With a commitment to excellence and compassion, they strive to make a positive impact on the lives of individuals and communities worldwide. The vision is to eliminate pressure ulcers together with healthcare by our promise "Supporting Life".