



The Responder

“Progress Saves Lives...”

Edition 63 | December 2023

From the Editor's Desk

Greetings all and a very warm welcome to the December 2023 edition of The Responder.

Congratulations, we have all made it through another year. During the course of last week, I was sitting and thinking about all that we have achieved during 2023 and it dawned on me just how fast this year has flown by. I know realistically it is just my personal perception, because time is always the same, but I think that when you are busy with multiple tasks all the time, you tend to automatically feel like there is never enough time and then you look again, and the time had just flown by. With that said, I am really looking forward to a couple of weeks off. Just a reminder, we will be closed from the 15th of December until the 8th of January 2024. Our online store will also be closed during this period, because with our staff being off, it will be impossible for us to process orders through our warehouse.

This edition's article will be a short revisit of some of the highlights of 2023. There of course were many, but fear not, I will keep it a short read. If you have any thoughts, please feel free to drop me a line at responder@be-safe.co.za If there is something you would like me to write about in a future article, likewise, feel free to drop me an email. I am always interested in hearing new ideas

As always, we have some great Responder specials lined up for you in this edition. We know you will take full advantage of them.

With that said, we would like to thank all our clients for their continued support during 2023. Our company would never be achieving what it has and what it is, without your support. We wish you all a safe and happy festive season and for those in the emergency medical services, who will be working over the holidays, please do take care of yourselves and most importantly, please be safe.

Happy reading!

Yours in Healthcare

Gavin Sutton

Editor – The Responder

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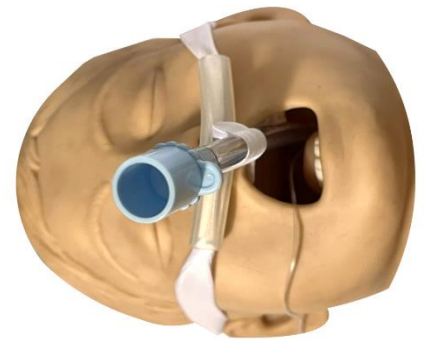
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2023 at a Glance



2023 was a fantastic year for Be Safe Paramedical. The major highlight for us in every year, is when we are in the fortunate position of being able to launch new and exciting products. Local manufacturing remains our highest priority and we have grown so much in this area during 2023. There is nothing more exciting than seeing an idea that starts as a paper exercise, take shape from design to prototyping, to pre-marketing and finally, to market. We launched 3 new products during 2023. Our very exciting CritiCare® Non-pneumatic Anti-Shock Garment (NASG), the fantastic PneumoPatch™ Vented chest wound seal and very recently, our clever little T Tie, endotracheal tube securing device. It has been wonderful seeing all three of these products hit the market running. The initial feedback on all of them has been extremely promising and we are really excited to see what the new year holds for them. If you are keen to check them out or to purchase them, click on the following links:



[CritiCare® NASG](#)

[PneumoPatch™](#)

[CritiCare® Tube Tie](#)



Another highlight of the year is the numerous tradeshows, congresses and symposiums we attend. If you want to be a successful company, you have to put yourself out there to show potential clients what you do and how well you do it. 2023 was a bumper year for shows. We had the great pleasure of exhibiting at Africa Health, one of the largest medical tradeshows in Africa. It is a show that is really well attended, with exhibitors and visitors flying in from numerous countries across the globe. As with previous Africa Health Exhibitions,

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we had the great pleasure of being part of the South African National Pavilion. It was really exciting to see the number of high tech medical devices being developed and manufactured by South African companies. We would like to say a massive thank you to the Department of Trade and Industry and Competition (DTIC) for affording us the opportunity to be part of the exhibition. They have been extremely generous to us of the past many years and their continued support makes it possible for us to attend exhibitions which would normally be out of the reach of many companies due to the high costs involved.

Another first for us this year was the 1st Annual Stellenbosch Emergency Medicine Symposium which was held at the Hazendal Wine Estate in Stellenbosch in November. We were really fortunate to have been given the opportunity to be the main sponsors of the Event and so if you attended, you would have seen our CritiCare® branding on all the symposium bags that were given out to attendees. Mike and I manned our stand at the exhibition section and I must say that it was an extremely well-structured symposium



with some excellent speakers and topics. One of the highlights for me was the talks that were delivered on healthcare leadership. The speakers were superb and their topics covered were insightful, current and appealed to far more than just healthcare professionals. One of the speakers was the legendary Dr. Imtiaz



Sooliman from Gift of the Givers. Although we read about him and his organisation in the press all the time, it was a very different experience listening to him talk about some of the major disasters they have provided humanitarian aid to and just how much they had to go through to be able to deliver that assistance. His talk was extremely humble and yet so extremely inspiring. I will remember it for a long time to come. Other speakers who delivered amazing talks was Dr. Saheem de Vries and Dr. Sa'ad Lahri. Again, the topics of their talks were

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subjects that could easily be applied to business rather than just emergency medicine. Inspiring stuff indeed. We'd like to say a huge thank you to Prof. Heike Gedult, Dr Niël van Hoving, Dr. Heinri Zaayman and the rest of the organising committee at Stellenbosch University Emergency Medicine Department for facilitating such an excellent symposium. We will definitely be back next year.



Another very exciting conference we indirectly had representation at was the Australian Wilderness Expedition Medicine Society Conference which was held in Leura, New South Wales. Our Australian distributor who has been promoting many of our products in Australia, Rapid Rescue Pty Ltd, exhibited at the conference and displayed many of our CritiCare® EMS Jump Bags on their stand.

There is something very special about seeing pictures of your products being displayed in a foreign country on a distributor's stand. We would like to say a very special thank you to Bill Swinson of Rapid Rescue Pty Ltd Australia for going the extra mile in given our products visibility in Australia. We look forward to our continued good relationship with your company and we know that it will continue to grow from strength-to-strength in the years to come. For our Australian readers, if you are keen to learn more about Rapid Rescue Pty Ltd, please visit their website at <https://rapid-rescue.com.au/>



Finally, before signing off for the year, I need to mention that we had the great privilege of exhibiting at two other expos during 2023. We exhibited at the BRICS business expo and at the AGOA “Made in Africa” expo, both held in Johannesburg. Again, we are very fortunate to have received assistance from the DTIC, who covered the costs of the stands at both events. They have been extremely supportive of our company over the past many years in an attempt to help grow opportunities for medical device manufacturers in South Africa. Thank you ladies and gentleman, we are eternally grateful.

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Specials

CritiCare® Sports Moonbag

Product Code: REF:BAG.MN.CC



R57.50 Inclusive of Vat each

Offer valid until 31 Jan 2024 or while stocks last

[Buy Now](#)

Laerdal® Little Junior CPR Mankin

Product Code: MAN.LJ



R4 427.50 Inclusive of Vat each

Only 3 units available

Offer valid while stocks last

[Buy Now](#)

Criticare® BackPAC Casual Bag

Product Code: REF:BAG.BP.CC



R227.70 Inclusive of Vat each

Offer valid until 31 Jan 2024 or while stocks last

[Buy Now](#)

CritiCare® CritiSeal Chest Wound Seal

Product Code: CRITI.SEAL



R145.00 Inclusive of Vat each

Offer valid until 31 Jan 2024 or while stocks last

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BP Palm Aneroid Multi – 5 Cuff Set

Product Code: BPM.P.M5C.WB



R385.30 Inclusive of Vat each

Offer valid until 31 Jan 2024

[Buy Now](#)

CritiCare® MediPAC EMS Jump Bag

Product Code: REF:BAG.MEDIPAC.CC



R1 600.00 Inclusive of Vat each

Offer valid until 31 Jan 2024 or while stocks last

[Buy Now](#)

CritiCare® AmpPAC Micro Drug Bag

Product Code: REF:BAG.AMP.M.D



R197.90 Inclusive of Vat each

Offer valid until 31 Jan 2024 or while stocks last

[Buy Now](#)

First Aid Kit Criticare® – Duo Hikers

Product Code: REF:FAK.CRITI.DUO



R200.00 Inclusive of Vat each

Offer valid until 31 Jan 2024 or while stocks last

[Buy Now](#)

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CritiCare® SportsPAC Cooler Bag

Product Code: REF:BAG.SP.COOL.CC



R230.00 Inclusive of Vat each

Offer valid until 31 Jan 2024 or while stocks last

[Buy Now](#)

CritiCare® 5 Pouch Sling Bag

Product Code: REF:BAG.5P.SL.CC



R320.00 Inclusive of Vat each

Offer valid until 31 Jan 2024 or while stocks last

[Buy Now](#)

CritiCare® 4 Pouch Backpack (Navy)

Product Code: REF:BAG.4P.BP.CC.N



R230.00 Inclusive of Vat each

Offer valid until 31 Jan 2024 or while stocks last

[Buy Now](#)

CritiCare® 4 Pouch Backpack (Red)

Product Code: REF:BAG.4P.BP.CC.R



R230.00 Inclusive of Vat each

Offer valid until 31 Jan 2024 or while stocks last

[Buy Now](#)