

The Responder

"Progress Saves Lives..."

Edition 91 | September 2026

From the Editor's Desk

Greetings friends, clients and fellow healthcare professionals, welcome to the September 2026 edition of The Responder.

I hope you all enjoyed the Bok game on Saturday? I think it was an amazing performance and very exciting. We, as South Africans are really blessed to have such an exciting national rugby team. After this past weekend's win, we are back at the top of the international rankings. I am really looking forward to the next game. The Baltimore venue will favour neither team, so it will really come down to pure performance. I know what I will be doing next Saturday at 23:00. A very late braai and some quality rugby. Go Bokke!

Well, in just over a week, Aatiyah from our Durban office and Tammy from our Johannesburg office, will be on their way to WHX Nairobi. We already have some excellent meetings lined up with distributors and emergency services from across Kenya. It is a really full programme for us of two days of B2B meetings and then 2 days exhibiting at WHX Nairobi. We would like to say a huge thank you to Catalyze for making all the arrangements, we are really looking forward to the event.

Speaking of exhibitions, we have just recently been informed that our application to exhibit at WHX Johannesburg has been approved. The exhibition takes place from October 6 to 8, 2026, at the Gallagher Convention Centre in Midrand, Johannesburg. The last two years of this even was hosted in Cape Town. I must admit, I am a little relieved that it has been moved back to Johannesburg for 2026. Don't get me wrong, Cape Town is stunning, but I do not feel the event had the same energy it had in Johannesburg. Although Cape Town does have a thriving Medtech industry, it is in no way bigger than Johannesburg. Chris and I will be flying up for the event and we would love to connect with as many of our distributors and clients as possible. We will be publishing our stand information soon, so please keep an eye out for it. Registration as a visitor is free and we look forward to seeing you there.



Just to remind you, I have included the Be Safe WhatsApp QR code, if you would like to join our group. It only takes a few seconds and it is a good source of information on what's happening in the company, specials offers and loads of other useful information.

In this edition's article, we will be focusing on the CritiCare® Non-pneumatic Anti-shock Garment (NASG). Post-partum haemorrhage and the subsequent low blood pressure challenges is still a significant problem in Sub-Saharan Africa. The NASG has been shown to be extremely effective in reducing mortality associated with post-partum haemorrhage. We hope you enjoy the read.

As always, we have some great special deals lined up for you, so you will definitely want to check them out for some great savings.

With that said, we hope you enjoy this edition of The Responder.

Yours in Healthcare

Gavin Sutton

Editor – The Responder

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Product Showcase

The CritiCare® Non-pneumatic Anti-shock Garment

Postpartum Haemorrhage

Postpartum haemorrhage (PPH) is heavy bleeding after birth. The World Health Organisation (WHO) defines PPH as the loss of 500 ml of blood, or more, within 24 hours following birth. It affects about 5% of all women giving birth across the globe, and severe PPH is one of the leading causes of maternal mortality. The severe loss of blood from PPH, postnatal infections, high blood pressure (pre-eclampsia and eclampsia), complications from delivery, and unsafe abortions account for approximately 75% of all maternal deaths globally.

Most maternal deaths occur in resource-limited settings in rural and urban poor communities, and more than half of these deaths take place in fragile and humanitarian contexts located in sub-Saharan Africa and South Asia. Most of the maternal deaths can be prevented with well-known health-care interventions and access to available antenatal, intrapartum, and postnatal health care, as well as with the attendance of skilled care professionals during childbirth. Still, approximately 830 women die a day from preventable causes related to pregnancy and childbirth, representing 303,000 a year, of which 99% occur in low- and middle-income countries.

The Non-pneumatic Anti-shock Garment (NASG)

The non-pneumatic anti-shock garment (NASG) is an innovative life-saving medical device used to stabilise women during obstetric haemorrhage. It is manufactured from neoprene material and incorporates several Velcro fasteners. Designated by the World Health Organization (WHO) for use as a temporary measure, it can stabilise a patient sufficiently for transport to an appropriately equipped health care facility for definitive care.

In many resource-limited settings, a large number of births still occur at home, often in locations at some distance from any acceptable medical facility. In instances of postpartum haemorrhage (PPH), a NASG can effectively contribute to reducing maternal mortality in situations where patients experience delays in reaching appropriately resourced referral hospitals, or where they experience delays in receiving the necessary treatment and care after arriving at the referral hospital.

WHO included the NASG in its global recommendations for the prevention and treatment of PPH. However, despite the product's adoption, its uptake has been very limited, and it is not always available in countries with high maternal mortality rates from PPH. Some of the main challenges faced by countries in scaling up the use of NASG's is product information and awareness, in addition to its relatively high cost-price. Although some projects and studies document best practices and lessons in NASG implementation, there has not yet been any comprehensive programme or technical guidance issued that includes recommended criteria or conditions to guide countries in introducing the NASG, and in which settings.



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The NASG is comprised of nine segments that are wrapped sequentially around the legs, pelvis and abdomen and closed with a Velcro hook and loop system. A foam ball over the abdomen provides additional compression. The NASG works by applying circumferential counter pressure, decreasing blood flow to the compressed area (abdomen, pelvis, and lower extremities), and enhancing blood flow to the heart, lungs, and brain. When blood is increased to these core organs, shock symptoms are effectively reversed. The NASG stabilises the woman to survive transport to a facility where she can receive proper emergency care. The NASG can be applied quickly and easily in less than 2 minutes by virtually anyone, including those with no or very limited medical training. The NASG can also be left in place while performing procedures such as suturing of lacerations and emergency surgery. However, while anyone can place an NASG, only a skilled clinician can treat for shock and remove the



NASG.

Clinical trials in Egypt and Nigeria established how using NASG intervention compares to current practice. Two key studies in NASG came out in late 2009—one from Nigeria and one from Egypt. Maternal mortality and morbidity were lower with the use of NASG. In both studies, “the measured blood loss was significantly lower for women treated with the NASG: 78% lower in Nigeria and 50% lower in Egypt.”

UNICEF illustrates the potential number of cases requiring the use of the NASG based on breakdown analysis of global births against WHO's recommendations for the treatment and prevention of PPH. The World Bank estimates that there are approximately 140 million global births a year. UNICEF assumes a global PPH incidence rate of 5%, representing an estimated seven million women annually experiencing PPH. Of these women experiencing PPH, an estimated 2.7 million suffer from severe PPH - heavy bleeding that requires further treatment and the referral to a facility with comprehensive emergency obstetric care. Approximately 2.4 million of these women give birth in low-income and middle-income countries. For the purposes of these figures, UNICEF assumes that all women with severe PPH in low-income and middle-income countries may be experiencing delays in either reaching care or receiving timely treatment and would thus benefit from the NASG, representing approximately 1.7% of total global births.

Be Safe Paramedical is proud to be the first and only medical device manufacturer in Africa to manufacture a NASG. This will provide a steady availability to both the South African and African markets and at South African prices. As has been seen in numerous studies, we believe that the NASG will have a very positive impact on the care of PPH patients and if even just one life is saved, well then, we would have already achieved more than we could hope for.

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Special Deals

CritiCare® CrashPAC EMS Jump Bag

Product Code: BAG.CP.TB.CC



R1 700.00 Inclusive of Vat each

Offer valid until 12 October 2026 or while stocks last

[Buy Now](#)

CritiCare® MedsPAC Drug Bag

Product Code: REF:BAG.MEDSPAC.O



R638.99 Inclusive of Vat each

Offer valid until 12 October 2026 or while stocks last

[Buy Now](#)

Burn-Eaz® Spray 125ml

Product Code: REF:BES.125ML



R49.50 Inclusive of Vat each

Offer valid until 12 October 2026 or while stocks last

[Buy Now](#)

Burn-Eaz® Gel 100g

Product Code: REF:BEG.100G



R38.00 Inclusive of Vat each

Offer valid until 12 October 2026 or while stocks last

[Buy Now](#)

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CritiCare® CritiBand MkII Trauma Bandage

Product Code: B.Crit.H.100



R168.80 Inclusive of Vat each

Offer valid until 12 October 2026 or while stocks last

[Buy Now](#)

CritiCare® O2PAC Oxygen Therapy Jump Bag (Red)

Product Code: REF:BAG.O2PAC.CC.R



R760.00 Inclusive of Vat each

Offer valid until 12 October 2026 or while stocks last

[Buy Now](#)

CritiCare® Pocker Bag-Valve Resuscitator (Adult)

Product Code: CC.PBVM



R59.50 Inclusive of Vat each

Offer valid until 12 October 2026 or while stocks last

[Buy Now](#)

CritiCare® Pocket CPR Mask

Product Code: RES.M.PKT



R59.50 Inclusive of Vat each

Offer valid until 12 October 2026 or while stocks last

[Buy Now](#)

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MedIce Instant Ice Pack

Product Code: REF:MI



R14.20 Inclusive of Vat each

Offer valid until 12 October 2026 or while stocks last

[Buy Now](#)

CritiCare® EVA Splint

Product Code: SPL.EVA



R125.70 Inclusive of Vat each

Offer valid until 12 October 2026 or while stocks last

[Buy Now](#)

Burn-Eaz 20 x 20 Dressing

Product Code: REF:BE.20X20S



R37.50 Inclusive of Vat each

Offer valid until 12 October 2026 or while stocks last

[Buy Now](#)

CritiCare® Multi-function Shears (Red)

Product Code: SC.UNIV.S.20.R



R440.00 Inclusive of Vat each

Offer valid until 12 October or while stocks last

[Buy Now](#)