

Advancis Medical

Advancis Medical Enhances Educational Experience at EWMA Conference with ListenTALK Solution



Advancis Medical, a Nottinghamshire-based medical device manufacturer, is dedicated to creating innovative wound care solutions that optimize healing and improve patients' quality of life. Through ongoing research and development, they provide healthcare professionals with advanced tools to address the challenges of wound care, ensuring the highest standard of patient care and promoting faster healing and better outcomes.

CHALLENGE

Advancis Medical hosted a series of educational sessions at its stand during the European Wound Management Association (EWMA) Conference. Specialist clinicians from around the world attended the sessions. Advancis wanted to demonstrate new and innovative ways to use its products to achieve better clinical outcomes and needed an effective solution to convey critical information despite the noisy, bustling environment at ExCeL.

SOLUTION

Listen Technologies understands the importance of ensuring clear communication in a noisy environment. Ron Sellies, Director of Group Sales & Marketing at Advancis Medical, said, "We selected the ListenTALK solution [from Listen Technologies], based on a recommendation from Ampetronic, as it was not only a



It is imperative that everyone can hear clearly—especially in a busy, noisy environment like ExCeL London.

Ron Sellies
Director of Group Sales and Marketing
Advancis Medical



convenient way to connect the audience to the speaker's voice but also provided that added value of two-way communication, so audience members could ask the speaker questions, which adds a new dimension to the experience. It was easy to set up and proved popular with speakers and attendees alike."



RESULT

ListenTALK's two-way communication feature transformed the sessions into interactive experiences. Attendees could hear presenters clearly despite noise and distance and could actively participate by asking questions and discussing the topics with the speakers. The added dimension of two-way communication to the educational sessions increased attendee involvement and allowed for a deeper understanding of the topics discussed.

The effectiveness of the ListenTALK solution was evident in the positive feedback Advancis received from speakers and attendees. They liked the system's easy setup and user-friendly interface and felt it significantly improved their experience of the educational sessions. Ultimately, ListenTALK played a crucial role in enhancing communication, engagement, and the overall effectiveness of Advancis' presence at the EWMA conference.



PRODUCTS USED

- (6) **LK-1** ListenTALK Transceiver
- (1) **LA-480** Docking Station
- (6) **LA-445** Breakaway Lanyard
- (2) **LA-451** Headset 1 (Ear Speaker w/ Boom Mic)
- (2) **LA-452** Headset 2 (Over Head w/ with Boom Mic)
- (2) **LA-453** Headset 3 (Over head dual w/ Boom Mic)

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