



**Uscom Limited**  
ABN 35 091 028 090  
Suite 1, Level 7, 10 Loftus Street  
Sydney NSW 2000 Australia  
T +612 9247 4144 F +612 9247 8157  
[www.uscom.com.au](http://www.uscom.com.au)

# MARKET ANNOUNCEMENT

---

## **Former Welch Allyn Executive appointed to Uscom USA; New US VP of Business Development**

**Sydney, Australia, Monday 6<sup>th</sup> July 2015**

Uscom (ASX code: UCM) is pleased to announce the appointment of Stephen Wilson as Vice President of Business Development in the United States. Stephen was formerly the US based Director of Corporate Development for Welch Allyn, and will now focus on driving Uscom growth in the US in the key areas of reimbursement, distribution, sales and marketing.

Stephen has 10 years experience as a medical device executive for Welch Allyn in the US and Singapore. Welch Allyn is a US medical device company with annual revenues of US\$700m and 2,500 employees globally. Stephen is an electrical engineer by training with a master's degree in computer engineering and an MBA from the University of Chicago Booth School of Business. Stephen has extensive experience in the regulation, reimbursement and distribution of medical devices and specialises in bringing new blood pressure and other technologies to the US market. Stephen has previously negotiated agreements for the licensing and sale of IP as well as executed strategic partnership agreements for Welch Allyn.

Uscom CEO, Associate Professor Rob Phillips, said, "*Stephen's appointment is a key step in the execution of Uscom's growth strategy and provides a significant boost in the world's largest medical device market. Stephen will drive the practice leading USCOM 1A and BP+ technologies toward wide spread clinical adoption by drawing on his strong links in US distribution and his deep knowledge of the blood pressure market.*"

Stephen said, "*I'm delighted to join the Uscom team to drive the US market, and I look forward to applying the skills I acquired during my years with Welch Allyn to growing US distribution, sales and revenue for Uscom. Historically this focused approach to high value markets yields excellent growth. We are looking forward to the implementation of the CPT 1 Code for central blood pressure monitoring which we anticipate will provide a great kick start to our drive for widespread BP+ adoption in the US.*"

Uscom is continuing its focus on increasing distribution, sales and business development as it transitions to its revenue phase. The appointment of Stephen Wilson will help Uscom to achieve its aggressive growth goals over the coming period.



**Uscom Limited**

ABN 35 091 028 090

Suite 1, Level 7, 10 Loftus Street

Sydney NSW 2000 Australia

T +612 9247 4144 F +612 9247 8157

[www.uscom.com.au](http://www.uscom.com.au)

# MARKET ANNOUNCEMENT

---

## About Uscom

Uscom Limited (UCM) is an ASX listed cardiovascular medical device company. Uscom is an innovative developer and manufacturer of premium cardiovascular devices and has two practice leading technologies in the field of cardiovascular monitoring, the USCOM 1A and the Uscom BP+. Both devices are clinically validated with FDA, CE and TGA regulatory registration, and are currently being marketed into global distribution networks.

The USCOM 1A is a simple, cost-effective and non-invasive device that measures heart function, detects circulatory abnormalities and guides treatment. The USCOM 1A device has major applications in Paediatrics, Emergency, Intensive Care Medicine and Anaesthesia, and is the device of choice for management of adult and paediatric sepsis, heart failure, and for the guidance of fluid therapy.

The Uscom BP+ is a supra systolic Central Blood Pressure monitor and replaces older and more widespread sub systolic Blood Pressure monitoring technology. Central Blood Pressure is emerging as the new standard of care in hypertension and heart failure. The Uscom BP+ provides a highly accurate and repeatable measurement of central and brachial blood pressure and arterial pulse pressure waveforms, measures otherwise only available by cardiac catheterisation. The Uscom BP+ is simple to use and measures from a familiar upper arm cuff, and requires no complex training, and has applications in cardiology, intensive care, general practice and home care.

For more information, please visit: [www.uscom.com.au](http://www.uscom.com.au)

## Uscom Contacts

Assoc. Professor Rob Phillips  
Executive Chairman  
[rob@uscom.com.au](mailto:rob@uscom.com.au)

Catherine Officer  
Company Secretary  
[secretary@uscom.com.au](mailto:secretary@uscom.com.au)