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# BIÇAKCILAR MEDALLION

BI-MONTHLY NEWS BULLETIN - MAY/JUNE 2019

## OUR VISION

We believe in a world where everybody is taken care of, comfortable and happy, in sickness and in health.

CORPORATE MARKETING

## OUR MISSION

Our compassion for healthy life is leading us to focus on innovative thinking and new technologies in order to provide medical devices that make living easier, more affordable and effective.



## OUR WORLD

### We Get Attention!

Bicakcilar was the cover page of one of the largest publications in Turkey (Medikal News) followed by an interview with our CEO. The main theme of the coverage was our keen focus on globalization and how this would mean building a truly global brand to further contribute to our partners' efforts in their markets.



8th Annual  
**DIGITAL MARKETING**  
for Medical Devices

**MAIN CONFERENCE CHAIRPERSON:**



**GAIL SOMAR**  
*Director of Corporate Marketing,*  
**BIÇAKCILAR AS**

APRIL 24-26, 2019 | THE WESTGATE HOTEL



**KRISTIE BURNS**  
*Chief Marketing Officer and*  
*Business Development,*  
**CALA HEALTH**



**TATSIANA GREMYACHINSKIY**  
*Digital Marketing Manager,*  
**ABBOTT VASCULAR**



**AUSTIN PHILLIPS**  
*Chief Marketing Officer,*  
**PRECISION MEDICAL PRODUCTS**

MAIN CONFERENCE



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Dir  
BIÇ

**2019 HIGH**

**2019 SESSION HIGHLIGHTS**

- Achieve Consistent Internal Communication Pathways Between Sales and Marketing Teams
- Utilize Social Media to Connect With Desired Customers
- Develop Into a Brand That Positively and Genuinely Engages With Their End User
- Internal Communications Strategies to Ensure All Teams Are Kept on Brand in Their External Communications



**HEIDI GLASSER**  
*Sr. Marketing Manager,*  
**NEUROSPACE INC**



**VICTORIA WYTCHERLEY,**  
*Senior Manager, Digital Marketing*  
*Digital Marketing Lead – Sleep &*  
*Respiratory Care*  
**PHILIPS**



**HEATHER GLASS**  
*Principal Demand Generation*  
*Strategist, MITG,*  
**MEDTRONIC**

**OUR WORLD**

**Spreading Our Mission**

Our Director of Corporate Marketing and Strategy was a Chairperson and a Speaker at the Digital Marketing for Medical Devices in San Diego where major manufacturers came together how we can move from more traditional ways to the new digital area and create effective content to address the end users-patients who are more knowledgeable than ever!

**We are invited again in August to talk about Corporate Culture Change in Global Marketing of Medical Devices**



9TH ANNUAL  
**DIGITAL MARKETING**  
for Medical Devices

“WHAT I LOVE ABOUT THIS SERIES, IS THAT EVERYONE COMES WITH A FRESH MIND AND WE'RE ALL IN IT TOGETHER”  
- CHIEF MARKETING OFFICER, HU-FRIEDY

AUGUST 5-7, 2019 | HYATT REGENCY MINNEAPOLIS | MINNEAPOLIS, MN

# WE CONTINUE OUR WORK IN THE TREATMENT OF HYDROCEPHALUS WITH COMPASSION!



We joined Akahai, our distributor in Thessaloniki, Greece at the Congress organized by the Hellenic Neurosurgery Association and the Southeast European Neurosurgery Association.

We had the opportunity to introduce the adjustable shunt kit added to our product group along with the fixed pressure shunts and drainage kits to the participating surgeons.

During the Congress, we received very positive feedback from the surgeons that participated both from Turkey and neighboring countries about the only shunt branded as DESU (R) that is produced in Turkey. Some of the surgeons have already used our shunts.

As the physicians and the association presidents shared their knowledge and experience, we further strengthened Bıçakcılar's knowledge and expertise in neurosurgery.



# SURGIKIDS

*"Pediatric Surgery At It's Best"*

One of a kind pediatric package for surgeries that raises pediatric operations to a different level of efficiency lessening the traumatic effect of surgeries on children.

As we shared this new solution package with you at the Summit, we have also made additions to it. This is one of a kind global package specifically for Hospitals for Sick Children.

The package includes a full portfolio of device and equipment used for pediatric surgeries. It also has the accessories to lessen the trauma of a hospital room for the children.

We offer specific "kits" for surgeons for ease of operations and the safety for the patient.

In your region, if you would like to introduce this solution package to the Children's Hospitals and would like us to assist you in your meetings, we will be more than happy to accompany you.

We need feedback from you to enable us develop different versions of the solution package for pediatric surgeries.

**You can contact us at:**

**[corporatemarketing@bicakcilar.com](mailto:corporatemarketing@bicakcilar.com)**

# FROM THE EDITOR

## HEALING CHILDREN GLOBALLY

A study was carried out on children who underwent operations in the pediatric surgery department of Hadassah-University Medical Center, in Jerusalem's Ein Kerem, in cooperation with Ariel University researchers.

Children's emotional reactions to surgery had not been studied before, said doctoral student Amihai Ben-Ari, who worked under the direction of Prof. Dana Margalit and Dr. Porto Ben-Harosh. A total of 230 children who underwent surgery - 79 girls and 151 boys - were included in the study.

The majority of operations had been planned in advanced, while one-quarter of the procedures were emergency surgeries. The average length of hospitalization was 4.5 days. During the course of the study, two tests were performed - the first was done close to the time of surgery and the other, after about three months.

The findings showed that a significant proportion of the children in the study reported persistent mental distress, with 31.7% of developing PMTS and 11.3% reporting PTSD. Risk factors include: parental anxiety, duration of hospitalization, number of invasive medical procedures and the family's socioeconomic status.

Daniel R. Hilliker, Ph.D., L.P., a pediatric psychologist at Mayo Clinic's campus in Rochester, Minnesota, says traumatic events and subjective reactions to them are complex, and a wide range of issues fall within this basic framework.

# FROM THE EDITOR

## HEALING CHILDREN GLOBALLY

For example, identifying distress can be challenging because children's reactions to trauma can vary greatly, depending on their age, developmental level, prior experience with trauma and loss, the nature of the traumatic event, and even the post-traumatic environment.

"Kids can react to trauma in every possible way," he explains. "Some are hyperaroused and hypervigilant, feeling anxious and fearful about what will happen next. Others may be very shut down and hard to engage.

Dr. Hilliker says at any age, trauma undermines a child's sense of protection and safety, and the most important thing health care providers can do is try to restore feelings of safety and control.

A medical setting can be threatening, and it's crucial that kids are given reassurance about their safety as well as the opportunity to have some sense of control and choice-making.

With SurgiKids package, our aim is to reduce the anxiety of the surgery by helping children feel safe and comfortable.

**Gülderen Somar**

**Director of Corporate Marketing and Strategy**