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Three questions to Kobi Richter

Medinol terminated its partnership with Boston Scientific this year and are going solo this year at EuroPCR for the first time. Interview with its director, Kobi Richter

Why are you at PCR this year?

Since the beginning of 2002, after we terminated our partnership with Boston Scientific, we have become a full-service company. Over the last year, we have added to our operations in Israel the manufacturing of our balloons. We are now able to manufacture our systems from A to Z. Our marketing and sales organization is now completed and we are here to meet the European market. Our portfolio should allow us to go back to leadership but we have to make our products known.

What product are you presenting during the meeting?

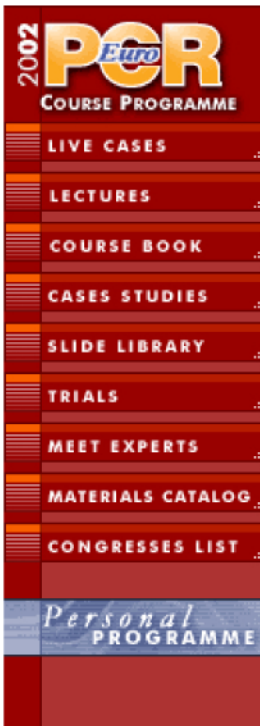
We had a product in the pipe line that we are finally presenting. It should be as revolutionary as our Nir stent when it was introduced in 1996. It offers a unique flexibility before and after deployment but without losing in the ability to support the vessel. Physicians often have to make a choice between those 2 features, now there's an answer.

What are your plans for the future?

We will see how the market matures into an era where mechanical devices are combined with drug treatment. We have seen it approaching with fascination but we are now reaching the point where it shows its limitations. We will have to live with these limitations and our intention is to come up with a product that is specifically designed for drug delivery.

By next year, we will have expanded our products portfolio, looking into bifurcation, our next generation of stents and 3 more non coronary stents for the carotids, the renal arteries and the legs.

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