

Partnership for success



Eighteen months after the successful launch of its product to prevent hospital-acquired infections, Enturia Ltd is expanding its team. Its partnership with VMC goes from strength to strength.

In November 2006 Enturia Ltd, a specialist Healthcare Company from the USA but new to the UK, launched its unique ChloroPrep® skin antiseptics system into the secondary care market. Today ChloroPrep® is an essential product used to prevent life threatening bloodstream infections such as MRSA. Eighteen months post launch ChloroPrep® is being used in over 70% of UK Hospital trusts.

The ChloroPrep® range of skin preparation products are unique in the infection control market and these products are significantly impacting the way healthcare professionals are preparing patients' skin prior to invasive procedures. ChloroPrep® already has national endorsement from bodies such as the Department of Health, the Health Protection Agency and the National Blood Service. ChloroPrep® remains the only licensed 2% chlorhexidine and 70% alcohol patient preoperative skin prep on the market.

Within the last six months Enturia has launched four line extensions to the ChloroPrep® range and is

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Sue Fox, Account Manager

now preparing to launch a further range specifically designed for major surgical procedures. This tremendous success story enables Enturia to move into a new growth phase with further team expansion.

The inception of this successful start-up in the UK goes back beyond November 2006, when

Enturia selected The Vacancy Management Company as its partner of choice to recruit field-based Account Management and Clinical Teams. Enturia looked for a recruitment partner who shared its vision and values when establishing a flagship Healthcare Company in the UK. The initial strategy was to have contract field based sales and clinical teams as this gave flexibility to the newly formed organisation. Within a year of the launch these teams were then transferred onto Enturia permanent contracts. The Vacancy Management Company has continued to work closely with Enturia in the ongoing recruitment of Account Managers and Clinical personnel.

With full project management and assistance from The Vacancy Management Company, Enturia has built a very strong foundation in the UK and now has a multi-million pound turnover. Enturia has consistently exceeded its goals and much of this success has been down to recruiting the right people into the organisation.

Enturia's guiding principles are

Integrity, Respect, Leadership, Courage and Passion and it is living by these principles that has made the company successful with its products, customers and chosen partners.

Sue Fox, an Account Manager with Enturia, was one of the initial six to be recruited. Sue really feels her role with Enturia gives her the autonomy she requires to succeed. Whilst the product is great to sell, making a real difference across all wards and departments, Sue also believes her role allows her to partner with her hospitals in delivering significant sales, training and medical expertise.

The partnership between Enturia and The Vacancy Management Company continues today, as together they look to expand the team of Account Managers across the UK. If you want to be a part of this great future and wish to apply for one of these fabulous positions refer to The Vacancy Management Company advertisement for more details.

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