

PARTNERSHIP CASE STUDY:

The urgent need for a reliable Reamer Driver in minimally invasive surgery

Minimally invasive surgery is not a new concept. When it comes to total hip arthroplasty, accessing the hip joint with minimal disruption requires a reamer driver designed with both the surgeon and patient in mind.

But when the existing reamer driver is insufficient, and a new solution is needed quickly, what can be done?

Finding a trusted partner

This case study was developed in collaboration with Philine Baur, Product Manager in Hip Arthroplasty from B. Braun Aesculap, who partnered with Enztec to find a high-quality, reliable solution for their surgical team.

The curved reamer driver they were using did not meet their requirements – it was fragile, failed to meet quality standards, and had long delivery times which had negatively impacted sales. Some surgeons were unable to adapt to alternative instruments, leading to lost customers.

Through an initial Google search, Philine discovered Enztec and reached out via our online contact form. After evaluating their options, the team's decision to move forward with Enztec came down to two key factors: people and product.

Once B. Braun Aesculap received their first demo unit of the Offset Reamer Driver, they conducted an initial trial on sawbones followed by clinical evaluation. They were highly impressed by its design, ease of assembly and disassembly, and overall handling.

“The surgeons’ feedback was overwhelming; it was so positive they wanted to keep it.”

Philine was relieved to hear positive feedback from surgical staff regarding the instrument's intuitive setup and ease of use.

“With the Enztec team it was a very efficient and smooth process.”



“We immediately noticed the high motivation within the Enztec team, the extensive experience, and from the start, there was great collaboration.”

– Philine Baur, Product Manager
in Hip Arthroplasty, B. Braun Aesculap

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A collaboration that delivered real results

Once the B. Braun Aesculap team received the Offset Reamer Drivers, their sales team saw immediate benefits. Customer satisfaction increased significantly, and sales teams received more positive feedback.

“We have seen a huge increase in our hip business. – for us, this was a great year.”

The Offset Reamer Driver was initially launched in Germany and has since expanded across multiple European markets.

Discussions about further global expansion are already underway.

“Enztec is a highly motivated team where people and the product drive success. Challenges are never handled as a problem, and instead, a solution is found.

Not only are the products great, but the complete service, including regulatory support such as CE marking, makes all the difference.”

– Philine Baur, Product Manager in Hip Arthroplasty, B. Braun Aesculap

