

Medical Device Management

case study



healthcare and medical sector

INVEST Essex case studies highlighting Essex companies who are leaders in their fields

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John White, Co-Founder

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Medical Device Management

global player in the development, registration and marketing of medical devices

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Medical Device Management (MDM), based in Braintree, Essex, is an independent company staffed by experienced industry professionals with a thorough understanding of the complex processes involved in the development, registration and marketing of medical devices. One of MDM’s core services is the Mediflow Quality and Regulatory Compliance System which enables clients around the world to meet US and European regulatory, technical, clinical and quality system requirements, reducing lead times in bringing new products to market and giving clients faster access to new revenue streams. MDM’s Strategic Marketing Solutions help clients launch new products, extend product lifecycles, increase awareness or improve market share.

MDM has built up a loyal client base throughout the world. Traditionally the business has been split between Europe, USA and Asia, but increasingly the Middle East is proving to be a strong growth area as John White, co-founder of the company, explains.

“We are finding a great deal of interest in the Middle East as the medical profession recognises the importance of the latest technology. We have recently visited Dubai, Saudi Arabia, Iran, Syria and Qatar to get a better understanding of local requirements and to ensure that our clients can gain approval to sell in those territories. With the frequent travelling, it’s a real bonus to have London Stansted Airport just 15 minutes away.”



The company also acts as a local office for global clients who need a presence in the European Union.

“We help companies, particularly US and Japanese companies, to gain the appropriate regulatory approval,” says John White. “We also provide clients with a contact point for handling queries from regulators and potential customers.”

As well as supporting clients, MDM manufactures its own devices, including the ‘aepEX’ system which provides the first fast, accurate and compact depth of anaesthesia monitoring system utilising a proven technology. ‘aepEX’ enables anaesthesia professionals to prevent surgical awareness, reduce the amount of drugs used during surgery, reduce recovery times and increase the overall safety of anaesthesia.

In its capacity as a manufacturer, MDM brings together a depth of understanding of the medical device market and expertise in technology-led product design and development.

“We need people with the right skills,” says John White. “Fortunately, the mid-Essex area has a particularly strong pool of highly-skilled electronics engineers.”



Essex has proved to be a good base for a small specialist company that has grown a successful global business against much larger competitors. “We’ve got the skills, experience and services to compete effectively on the world stage,” says

John White. “We also get good advice on international business from the various agencies in Essex, and it’s easy for us to visit our clients in Europe and around the world.”

INVEST Essex provides confidential advice and practical support to companies wanting to establish a presence or expand in the UK. We promote Essex as an outstanding business destination and help existing and potential investors make the most of our strategic location, thriving business environment, and quality of life.

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