



*making life better...
...together*

Pelican Healthcare &
Respond Prescription
Dispensing Service, a
partnership that works for you



there for you...

"Every time I phone I feel like I'm talking to a friend. BEST company EVER. Don't feel embarrassed asking for what I need."

Customer Feedback

Image: James, Customer Care Representative, Cardiff

Our UK Ostomy business, comprised of Pelican & Respond, is dedicated to improving the quality of life of the ostomate community throughout the UK.

Our mission is to provide service solutions and innovative products, which help create a future where people living with a stoma are not defined by their condition, and are empowered to make informed choices.

We are a committed partner of the NHS, supporting clinical judgment and sharing the joint vision of joined up patient care.

pelican
HEALTHCARE
respond
making life better





*your perfect
healthcare partner*

"We use our relationship with patients to better understand their needs, and from that we try to understand the fundamentals of what really constitutes an improved product for the future."

Stuart Welland
Managing Director, Pelican and Respond

We have been a support partner to the ostomate community for over 50 years.

Our story goes back to the 1970s when our parent group founder Tom Eakin set out to transform care for ostomates. From small beginnings in the house next door to Tom's pharmacy, Eakin Group has grown to have international reach, with Pelican Healthcare and Respond Healthcare product and service brands in its portfolio.

We are the only Welsh ostomy product manufacturer. We currently employ over 200 people in Cardiff where the company was established over 30 years ago.

At Pelican Healthcare we improve the quality of life of our customers through the provision of world-class medical products for ostomates.

We were the first company on the market to offer a 'soft convex' stoma bag, and continue to provide a wide range of innovative ostomy and continence products including pouches, skincare and support items.

Our quality products provide value for money and improved outcomes for users.

At Respond Healthcare we provide an award – winning prescription dispensing service and support services to the stoma and continence care community.

We deliver products from all manufacturers and complement this with a network of support, information and expert advice.

Eakin
Healthcare
Group 

pelican
HEALTHCARE

respond
making life better

Service you can
rely on

Image: Tracey, Customisation & Warehouse Assistant, Cardiff

We know the difference that the right stoma and continence care can make to a patient's quality of life. That is why we offer an outstanding prescription dispensing service that makes it easy for our customers to obtain the correct products whenever they are needed.

Through our trained support team, website, and social media pages, Respond Healthcare provides a network of friendly support, information, and expert advice.

Our aim is for customers to feel supported and connected, with a personal, caring service that puts their well-being first.

Part of that support is the customisation service that we offer, providing pre-cut pouches. In fact we are the sole provider of stoma customisation machines in the UK.

We also operate a fully transparent no switching policy, when it comes to product choice with NHS Wales stoma nurses. This is a service first operation, serving 20% of Welsh ostomates.

For our Welsh customers, customer services support, literature and videos are also available in Welsh language versions.

Our Service Promise

Never Switch Pouches

– We will never switch a patient's pouch without nurse permission.

Give Choice

– We make patients aware that we can deliver products from all manufacturers.

Support Nurses

– With education, training, and the necessary tools they need.

Support Patients

– With a wealth of advice and lifestyle booklets covering topics including going home after surgery, nutrition, and travel.

Be Consistent and Reliable

– Delivering a personalised, discreet service to patients.

Be there for Patients

– With Respond Global Assistance, an emergency supply service when abroad.

Give Advice

– Our qualified Customer Support Team are trained by manufacturers on all products – this ensures that staff fully understand any product related queries or complaints prior to being referred to their hospital nurse.



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making life better



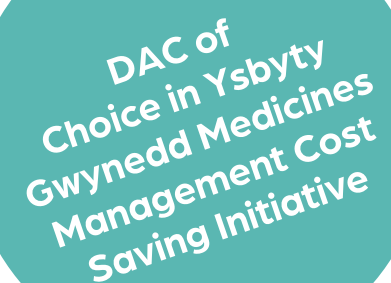
*an impartial
service provider*

Image: Taffs Well Warehouse
& Distribution Centre

Furthermore, as an impartial service provider, Respond Healthcare has access to all manufacturer's products without preference or prejudice and therefore offers enhanced access to complimentary samples and alternative product ranges.

Respond Healthcare respects the stoma care nurse specialist's independence when using their clinical judgement in product selection based on those best suited to patient outcomes.

As Respond Healthcare offers an impartial service, we therefore do not promote any one brand over another and we can supply and source any product listed in Part IXC of the drug tariff as requested by stoma care nurses across Wales.



DAC of
Choice in Ysbyty
Gwynedd Medicines
Management Cost
Saving Initiative



enhancing
patient care

"This system allows nurses to keep records updated whilst on the ward and in community settings. It has eliminated the need to keep paper records saving space and admin time."

Stoma care nurse feedback

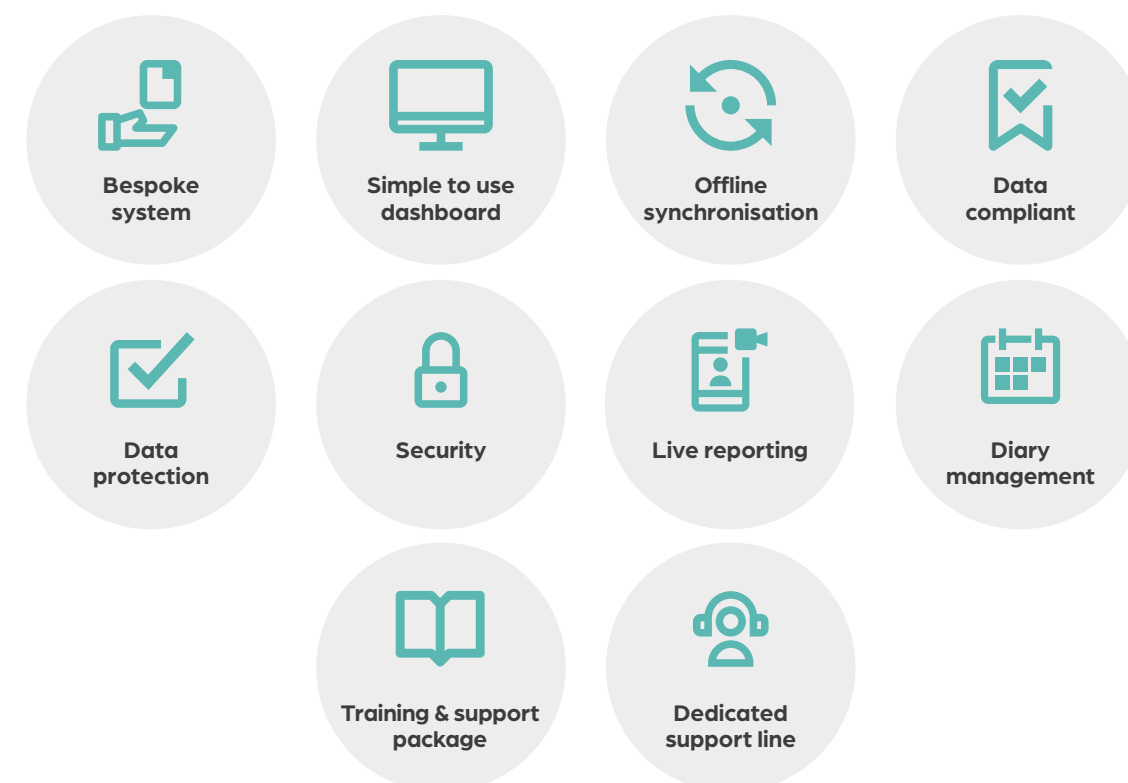
Respond Consult: a next generation patient management system.

Consult has been designed to help improve communications in the hospital and with the community stoma care nurses. It gives you real time access to patient information with full records and notes available at the touch of a button. Consult can be used for the initial consultation and throughout the patient journey. It can be used on your desktop and as an iPad app when required.

Key Benefits

- Offers seamless communication between the acute and community setting.
- Time management benefits – referral to Respond's dispensing service at the touch of a button.
- Improves efficiencies with a full diary management system.
- Provides complete transparency in patient care.
- Easily transfer patients between acute services.
- Live NHS Wales reporting including stoma spend and prescription cost analysis.
- PREMs and PROMs reporting capabilities.
- Digital cutting template included.

Key Features



products you can
count on

Image: Dariusz, Machine Operator, Cardiff

At our manufacturing site in Cardiff, investment in bespoke, fully automated, end to end production systems for its stoma appliances has greatly enhanced Pelican's production capability and capacity. It is here, that our dedicated workforce bring innovative new products for the UK ostomy market to life.



95 Production Staff
Members – increase
of 30% from
last years*



Approximately
8,000,000 Pouches
produced per year



Currently investing £3.5m
on a new state of the
art automated
assembly line

*To enable us to meet customer
demands for ModaVi



100% of waste
is either recycled or
incinerated for
waste to energy



£3.7m spent on our
factory to accommodate
our manufacturing
facilities



Approximately £10m
spent on machinery in
the past 11 years to help
meet demand



Warehouse cardboard
waste is shredded to
create box fill instead
of bubble wrap



We are part of a
managed Packaging
Waste Scheme



Special waste disposal
procedure for inks,
solvent, paint, lighting
tubes etc.



Judges Special Commended
Award for contribution to
Innovation – MediWales 2021

Image: Pelican ModaVi pouch

Something that excites us at Pelican & Respond is the development of groundbreaking solutions that really are ‘what customers want’. Enabling us to fulfil our promise and turn a new customer, into someone who gets what they want (and more) from a product.

Our philosophy and approach is simple – listen, interpret, embody, test, show, modify, repeat.

This approach has led us in recent years to develop products infused with Vitamin E to help promote healthy peristomal skin; new pouches such as Pelican ModaVi, with a range of innovations to shape and structure, fabric, filter and function; and REFRESH, a revolutionary 3in1 spray, with combined adhesive remover, barrier film and odour neutraliser – designed to simplify the pouch change routine.

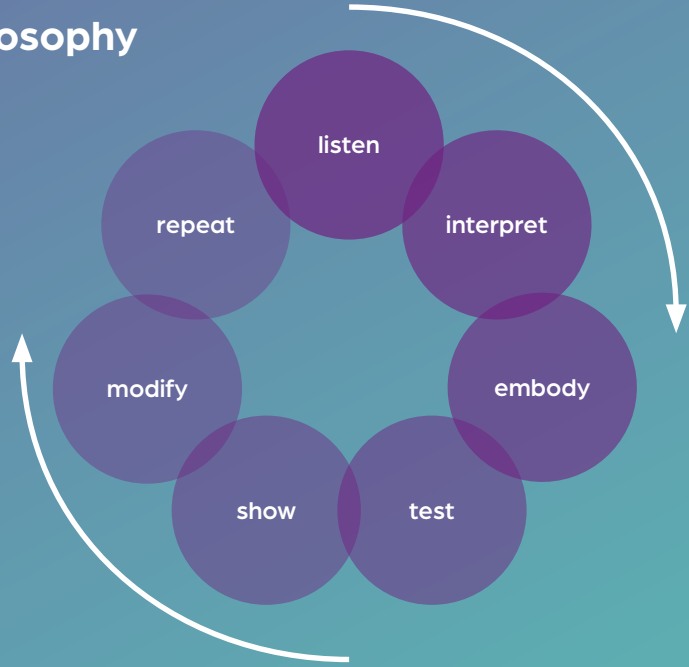
All new innovations are developed with the needs of both nurse and

ostomate front and centre during design, development and testing.

It goes without saying that a medical device needs to meet certain standards and ensure regulatory compliance with systems like the ISO13485 and the Medical Device Regulations (MDR). This ensures that all medical devices are designed to fulfil their primary role safely and effectively every time.

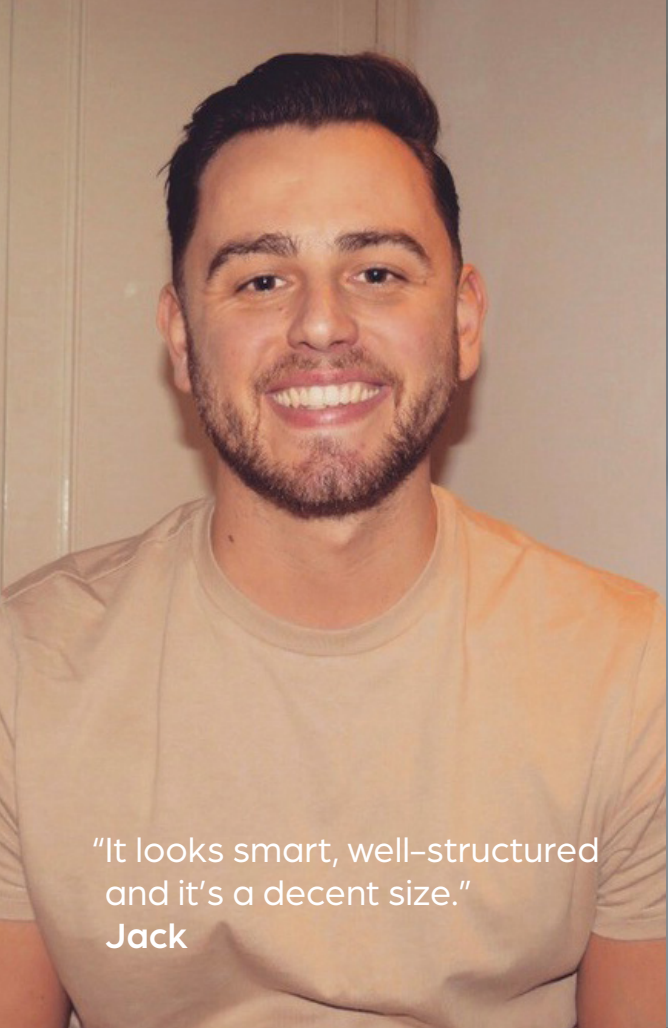
For us, this level of quality is a given, and our innovation processes look beyond the purely functional.

Our philosophy



"I love this pouch and cannot recommend it enough!"
Ant

satisfied Pelican customers



"It looks smart, well-structured and it's a decent size."
Jack



"I would 100% recommend the bag to a friend, to anyone, to the world!"
Rachel



"The air filter is just amazing."
Angelina



"This is the first bag I've worn in the past 14 years that doesn't look 'dirty'"
Nathan



"I forgot I was wearing a bag."
Keith



we take quality seriously

Image: REFRESH 3in1 bag in can technology

Pelican and Respond are quality driven and operate to the highest standards.

Pelican Healthcare Ltd

As a leading manufacturer of medical devices, our products are subject to tough quality requirements and are compliant with ISO 13485:2016, which is the internationally recognised Quality Management System standard for the medical device industry.

We pride ourselves that our principal manufacturing facility in Cardiff operates to an extremely high quality standard, with comprehensive checks being maintained throughout the production process to ensure our products function as intended.

Respond Healthcare Ltd

At Respond we champion quality of life for people living with a stoma, putting their care at the heart of what we do, and as such are fully compliant with ISO 9001:2015, which is the international standard dedicated to maintaining an effective Quality Management System.

We put quality at the heart of everything we do to provide our customers with the best possible service. In accordance with the NHS Clinical Governance guidelines, we conduct annual surveys to monitor performance and ascertain if there are any areas in which we could improve.

Quality Management System

Our Quality Management Systems (QMS) for Pelican and Respond are constantly assessed and appraised to ensure we sustain a culture of continuous improvement, which includes both regular internal and external audits.

Our Senior Leadership Team meet twice yearly to review data related to the compliance, effectiveness, and performance of processes controlled by the QMS, and actions are taken where opportunities and improvements are identified.

respond
making life better



award winning
products + services

Image: British Healthcare Trades Award 2018

Our ostomate first approach to everything we do has been recognised with a number of industry awards.

In November 2018, Respond Healthcare won the NHS DAC Patient Services Award. This award is aimed at companies who are contracted to provide NHS services to new and existing patients utilising excellent customer satisfaction service and skills.

We also rank as number one, in a range of categories for Healthcare Delivery Reviews from customers, topping the ratings for Best Overall Service / Best for Communication and Best for Friendliness.
www.healthcaredeliveryreviews.co.uk

Add to this our partnership with award winning couriers DPD and our manufacturer and specialist trained customer support teams, and you can be confident that you are putting your patients into very safe hands.

'Connect' Magazine

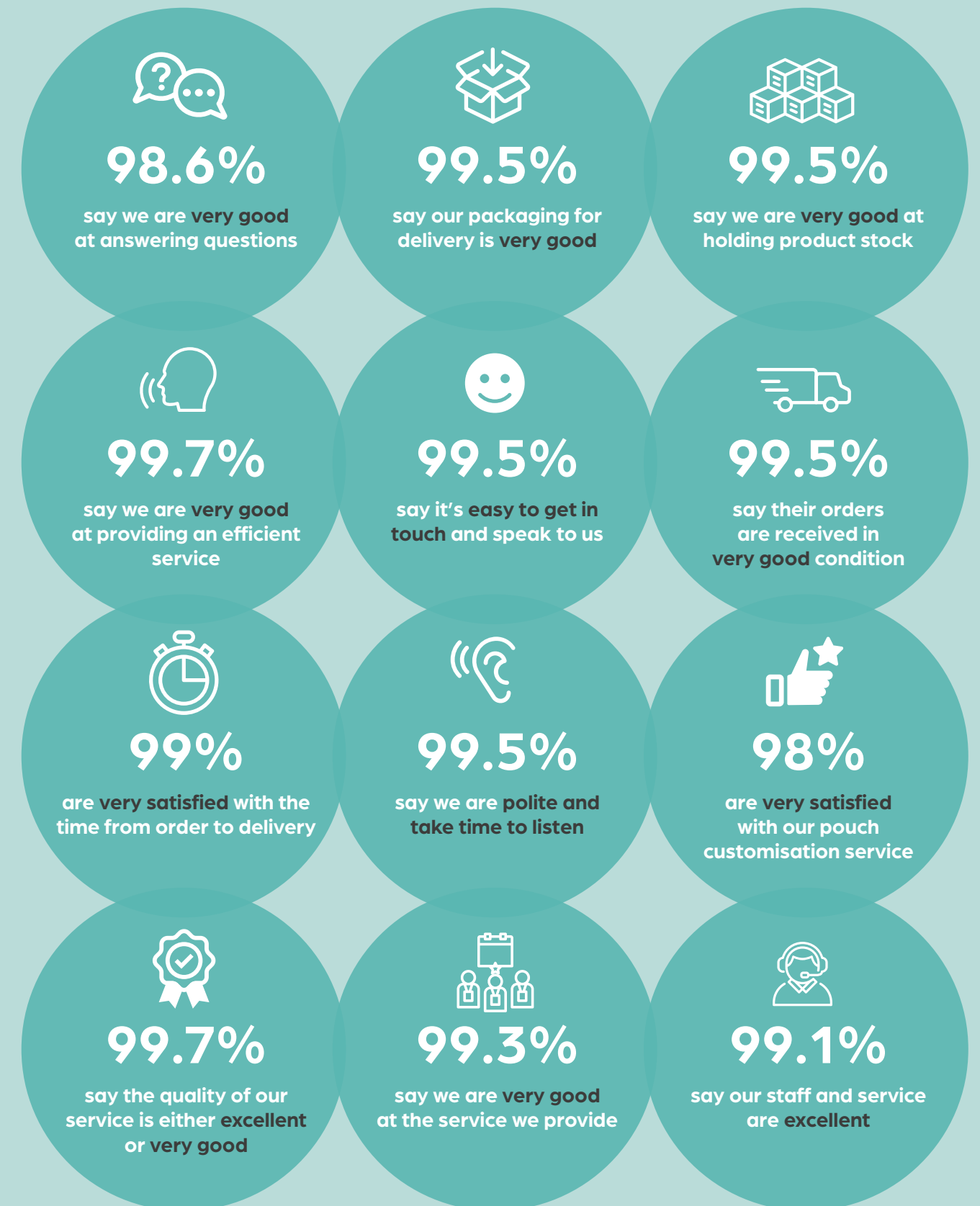
Offering a personal service is very important to us and customer engagement is a high priority. In 2016, Respond introduced Connect magazine as a mechanism for communicating with both customers, nurses, charities and associations. In developing Connect, the emphasis was on creating an interesting and informative lifestyle publication with wide ranging content and well-targeted editorial that would appeal to a broad readership and customer demographic throughout the UK. Our objective was to bring everyone closer together and to grow our Respond family.



99.5%
of our customers say
our staff and service
are **excellent**

*what our
customers say*

Image: Billie, Respond Customer



*2019 NHS Satisfaction Survey results



at the heart of the
community

Image: Rachel,
#BeTheChange Voices

We take our responsibility to the ostomate and wider communities very seriously. Both Pelican and Respond have structured programs of charity donation, with organisations like Mind, Tenovus and Bowel Cancer UK all previous “Charity of the Year” partners.

We also work with a number of associations and charities to help deliver advice and support for ostomates. These include:

Urostomy Association, Colostomy UK, The Ileostomy and Internal Pouch Support Group (IA), Children and Young Adults with Crohn’s and Colitis (CICRA), The Children’s Bowel and Bladder Charity (ERIC), Purple Wings Charity, Crohn’s & Colitis UK, Macmillan Cancer Support; Mind; Bowel Cancer UK and Breakaway Foundation.

Ongoing interaction with our customers is also a key pillar for us, and we run, and get involved with a number of patient events, support groups and charity run activities.

Our #BeTheChange campaign supports the need for greater education and understanding of life with a stoma and provides a platform for ostomates to call for public signage changes to reflect those with “hidden disabilities”.

This is inline with the well being goal of a more equal Wales as set out in the Well-being of Future Generations (Wales) Act 2015.

The Cardiff pilot has received support from Welsh Government and Cardiff Council with ongoing discussions being held with public and private sector employers and public transport providers throughout the city. The ambition is to roll the campaign out across Wales.

We also run an education and training program to help remove anxiety for pouch wearers in certain social situations. As a hidden disability, the most common anxieties are centred around passing through airport security, having to display their stoma pouch in a public place, or of it showing up on the body scanner. We teamed up with Cardiff Airport to deliver stoma awareness training to their Security and PRM (Passengers with Reduced Mobility) staff and sit on their PRM Disability Forum.

Education and Ostomate engagement is also the focus of our regular blog posts, podcasts and webinar series. We also welcome visits from stoma care support groups and nurses to our Cardiff site, where we take pride in hosting guided factory tours showing how stoma pouches are manufactured and where they can meet our staff they speak with.



Knowledge
Nest

our online education platform

Our engagement programme also extends to the stoma care nurse community with our commitment to providing CPD accredited webinars via our online education platform Knowledge Nest.

The ongoing theme for the webinar series is working with stoma patients to address their needs, each webinar is lead by an experienced stoma care nurse and has a clear learning objective to help empower stoma care nurses. An integral part is the participation of patients who give their perspective and share their experiences. A live Q&A gives members of the audience the opportunity to find out more. Webinars can be viewed live and are available to view on demand at a time to suit.

Wide ranging and engaging topics have included:

- The power to take full control after stoma formation
- Easy intimacy and restful sleep, free from ostomy interruption
- The freedom to show off a stoma or keep it discreet

New additions to the series will discuss sexuality and intimacy; sport and exercise and early days to later years ostomy care.

www.ostomyknowledgegenest.com

Reviews

"It is very inspiring to hear from patients themselves"

"Excellent webinar series and I thoroughly enjoyed it. I feel that it helps to raise the profile of the stoma care nurse"

"I learnt so much from these webinars"

"So beneficial hearing first hand the stoma care nurse experience"

"Excellent cross section of presenters"

Cymraeg

*committed to the
Welsh language*

We know that many of our customers like to communicate through the medium of Welsh. We understand the importance of providing information and services in Welsh.

Our Welsh language policy shows our commitment to treat the Welsh and English languages on a basis of equality. We ensure that we deliver the same great service for our Welsh-speaking customers through


the provision of Welsh speaking customer service advisors, Welsh literature, advice videos and recently launched dedicated Welsh social media channels.

Literature



Social Media



 @pelicancymraeg
 Pelican Healthcare Cymraeg

 @respondcymraeg
 Respond Healthcare Cymraeg



We know Wales, its geography, language, people and culture, and we also understand through experience how the NHS delivers services through seven Local Health Boards and three NHS Trusts in Wales.

Both Pelican and Respond are trusted partners and have strong, well-established working relationships with NHS colleagues across Wales with whom we share a joint purpose of improving the quality of life for ostomates.

Our Population

We are a nation of over 3 million people, whose population has grown by 8% between 1997 and 2017 and is projected to rise by a further 3.7% by 2043. 698,400 people live in the six local authority areas in the north, 205,000 in the two local authority areas in mid Wales and 2,232,000 in the 14 local authorities across the south.

We are an ageing nation. Between 1998 and 2018, the proportion of the population aged 65 and over increased from 17.4% to 20.8% and the proportion of the population aged 15 and under fell from 20.6% to 17.9%. We will have 30.6% more people aged 65 and over, and 64.9% more people aged 75 and over by 2043.

Built Up Areas and Settlements in Wales

Communities are spread across the whole of Wales. The mid and western areas of Wales are more sparsely populated and rural in character, the southern and northern areas less sparse and more urban.

Our Health

We are living longer but life expectancy is below the UK as a whole. People born in Wales in 2016–18 have a life expectancy of 82.3 years for females and 78.3 years for males compared to 82.9 years for females and 79.3 years for males for the UK as a whole. General health reporting shows pronounced spatial differences across Wales, with Gwynedd reporting the highest rates of good or very good general health and Blaenau Gwent the lowest.

Welsh Speakers

Welsh is a living language, with over 562,000 speakers across all parts of the nation. The ambition for the Welsh language is to reach a million Welsh speakers, as well as increasing the percentage of people who speak Welsh daily by 10% by 2050.

* Source: Future Wales The National Plan 2040 by Welsh Government.



North Wales

The North region comprises Conwy, Denbighshire, Flintshire, Gwynedd, the Isle of Anglesey, Snowdonia National Park and Wrexham and is home to almost **700,000 people**. Its dramatic landscape includes low lying coastal plains, mountain ranges and industrialised areas and former coalfields.

With **204,406 Welsh speakers** across the region and with concentrations of settlements where Welsh is the first language for many people.



Mid Wales

The Mid Wales region comprises Ceredigion, Powys and the majority of the Brecon Beacons National Park, and is home to **205,000 people**. It is Wales' most rural region and includes extensive upland areas, the Cambrian mountains, Black Mountains, Brecon Beacons and an attractive coastline. Population is spread in towns, villages and rural areas across the region.

With **58,954 Welsh speakers** across the region and with concentrations of settlements where Welsh is the first language for many people.



Cymraeg

40.9% of People
Speak Welsh



Almost 700,000
residents

Population*

Almost 700,000

Largest area

Flintshire 155,000

Smallest

Isle of Anglesey 70,000

Population Change

6.3% increase from
1998 –2018

Largest

Conwy 8%

Lowest

Anglesey 3.4%

Health

75% of people aged
16 and over reporting
good or very good health
2017–18 and 2018–19
(age standardised).

Welsh Language

41.9% of people speak
Welsh. 2.4% increase
since 2009.

Age

23% of people 65 and over
an increase from 18.5% in
1998.

Landmarks

The region has a distinctive heritage. Outstanding places include the coast and Llŷn peninsula, Snowdonia National Park, and the Clwydian Range and Dee Valley Area of Outstanding National Beauty: and the Pontcysyllte Aqueduct and Canal and the Castles and Town Walls of King Edward World Heritage Site.

* Source: Future Wales
The National Plan 2040
by Welsh Government.



Cymraeg

40.1% of People
Speak Welsh



205,000
Residents

Population*

Approx 205,000

Largest Area

Powys 132,500

Smallest

Ceredigion 73,000

Population Change

3.8% increase from
1998 –2018

Largest

Powys 5.6%

Lowest

Ceredigion 0.7%

Health

74% of people aged
16 and over reporting
good or very good health
2017–18 and 2018–19
(age standardised).

Welsh Language

40.1% of people can speak
Welsh. A 6% increase
since 2009.

Age

26.3% of people 65 and
over. An increase from
19.3% in 1998.

Landmarks

Mid Wales is a large and predominantly rural area comprising 39% of the land mass of Wales but only around 7% of the population. Mid Wales has a strong cultural heritage, a high proportion of Welsh speakers and is characterised by market towns and small settlements. Mid Wales has a wealth of outstanding natural assets from harbours and waterways to mountains and designated landscapes, all of which contribute to an outstanding tourism offer.

* Source: Future Wales
The National Plan 2040
by Welsh Government.



South West

The South West region comprises Carmarthenshire, Neath Port Talbot, Pembrokeshire, Swansea and Pembrokeshire Coast National Park and has a population of over 700,000 people. This large and diverse region includes extensive rural areas and urbanised, industrialised built-up areas around Wales' second city, Swansea.

With 147,864 Welsh speakers across the region and with concentrations of settlements where Welsh is the first language for many people.



South East

The South East region comprises Blaenau Gwent, Bridgend, Caerphilly, Cardiff, Merthyr Tydfil, Monmouthshire, Newport, Rhondda Cynon Taf, Torfaen and the Vale of Glamorgan and is the most populous region of Wales, with over 1.5 million residents. It is a large city region on a European and UK scale. The region is the smallest of the four regions by area and includes the coastal cities of Cardiff and Newport and the former industrial heartlands of the south Wales valleys.



Cymraeg

31.8% of people speak Welsh



702,000 residents

Population*

702,000

Largest area

Swansea 246,500

Smallest

Pembrokeshire 125,000

Population Change

8.7% increase from 1998 –2018

Largest

Pembrokeshire 11.8%

Lowest

Neath Port Talbot 5%

Health

76.9% of people aged 16 and over reporting good or very good health 2017–18 and 2018–19 (age standardised).

Welsh Language

31.8% of people speak Welsh. 5.4% increase since 2009.

Age

21.9% of people 65 and over. An increase from 18.7% in 1998.

Landmarks

The South West region is renowned for its culture and heritage and has outstanding natural resources which include the coast, Pembrokeshire Coast National Park and the Gower Area of Outstanding Natural Beauty. It is also home to a wealth of protected environmental sites, industrial buildings and historic remains.

* Source: Future Wales
The National Plan 2040
by Welsh Government.



Cymraeg

150,792 speak Welsh



1,530,000 residents

Population*

Approx 1,530,000

Largest area

Cardiff 364,00

Smallest

Merthyr Tydfil 60,000

Population Change

9.6% increase from 1998 –2018

Largest

Cardiff 18%

Lowest

Blaenau Gwent –2.2%

Health

70% of people aged 16 and over reporting good or very good health 2017–18 and 2018–19 (age standardised)

Welsh Language

20.2% of people speak Welsh. 2.7% increase since 2009.

Age

18.5% of people 65 and over. An increase from 16% in 1998.

Landmarks

The South East has many outstanding historic and natural resources which are an important part of the local fabric and help to tell the story of its distinctive and unique communities. Home to the Welsh capital Cardiff, with landmarks including Cardiff Castle, St Fagans National Museum of History and the striking Wales Millennium Centre in Cardiff's waterfront development.

* Source: Future Wales
The National Plan 2040
by Welsh Government.

*sustainable and
environmentally
conscious*

We have invested in new solar panels to ensure our manufacturing processes are delivered via sustainable, green energy also enabling 5% percentage of energy created to be sent back to the grid.

Our drive to use renewable energy in our manufacturing process meets a key theme within Cardiff Council's One Planet Strategy; Energy – how it's used, sourced, distributed and generated and Pelican is leading the way as a major manufacturer in the city.

In less than 6 months, our carbon offset initiative has saved in CO2

emissions the equivalent of planting one thousand trees. We fully support the NHS commitment to deliver a Net Zero NHS by 2045. We are at the start of our sustainability journey and the solar panels and their impact represent just the first step in our sustainability vision.



4,000sqm
of roof covered



614,000 Kwh
generated per year



£500k solar panel
investment



2,350 panels installed
on the roof at
Cardiff HQ



LED low energy
lighting throughout
the site



Passive infrared
sensors (PIR) for
light activation



Image: Cardiff site

If you would like to find out more about Pelican and Respond Healthcare, our products and services please do not hesitate to contact us.

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