From an innovative product concept to innovating business model

Company: Timesco Healthcare Ltd

What was the challenge?

Timesco Healthcare Ltd, established in 1964, is one of the UK’s largest suppliers of anaesthetic, surgical and general medical instruments. The Company has a vision to become a product development led company, delivering innovative new products that meet the needs of its clients and positioning Timesco as a market leader in medical devices. To make this transition from manufacturing through to a responsive user-centred design, the company innovated the traditional stainless steel laryngoscope that remained unchanged for 50 years, winning new customers for the company and numerous design awards, including iF and Good Design Award. The new product range replaced traditional and expensive metal instruments and dry cell battery technology with innovative polymer handles and a range of engaged electronic, disposable outer handles married to a re-useable kinetically powered, non-battery dependent power source through to a high quality, durable outer handle suitable for repeated autoclave sterilisation with rechargeable or self-powered engines, being thinner than its former model. Improved functionality and convenience for repeated autoclave sterilisation with rechargeable or self-powered engines, being thinner than its former model. Improved functionality and convenience for the user-centred design (UCD). Consecutive iterations of the product have completely transformed clinical outcomes for many thousands of patients. To pursue its strategic ambition of embedding a user-centred design process, which is critical to meeting the challenges of a high risk of inappropriate development. The consultancy projects have sometimes led to Timesco shrinking their share of Laryngoscope market from nearly 70% to less than 50%. Evidence-based priority system for new products. Furthermore, the price pressures systems in place to collect market understanding, assess its validity and utilize an increased market share approximately 50%.

How design helped?

The Shakerscope Laryngoscope project introduced the company the concept of User-Centred Design (UCD), transformative revelation of the product. Timesco made extensive use of its in-house resources, maximising creativity and innovation and working with external expertise. From an innovative product model to innovating business, the new products will better meet medical needs, improving clinical outcomes for many thousands of patients. The investment is anticipated to generate at least 20 new jobs, but most importantly, due to the user-centred nature of the development, the new products will better meet medical needs, improving clinical outcomes for many thousands of patients.

What is the impact?

The £140,000 project is in two thirds financed by the government with a third match-funded by the company. It is expected that the company will see benefits in the diversification of product ranges, improved market acceptance and global positioning. Furthermore, the new processes across Timesco will result in the company’s culture.

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