

Complan[®] Shake

It's just better!



Better for the NHS



Guidance by NHS PASA (Purchasing and Supply Agency) states clearly that purchasing decisions on sip feeds should take into account the cost impact on the whole health economy. Too often, tenders are won by multinational pharmaceutical companies offering below-cost deals to NHS Trusts for the tiny secondary care market, so they can enjoy the follow-on benefits from high, full-price sales in the substantially bigger primary care market.

So NHS Trust purchasers are being encouraged to make false economies, unintentionally loading costs onto PCTs, to make short-term savings on secondary care costs.

Check out the cost calculator and the budget ready-reckoner on our new website (www.complanfoods.com) to see how much your Trust could save by switching to *Complan Shake*.

Better on every count

	Complan Shake	Ensure Plus (Abbott)	Fortisip (Nutricia)
Cost per serving	£0.82	£1.73	£1.80
No of servings	2	2	2
Cost per day	£1.64	£3.46	£3.60
Cost per 28-day prescription	£45.92	£96.88	£100.80
Caloric content per serving (kcal)	387*	330	300
Protein content per serving (g)	16*	14	12
Carbohydrate content per serving (g)	44*	44	37
Serving format	57g powder add milk/water (sachet)	220ml liquid (plastic bottle)	200ml liquid (plastic bottle)
Shelf life	15 months	12 months	9 months
Manufactured	UK	Netherlands	Netherlands

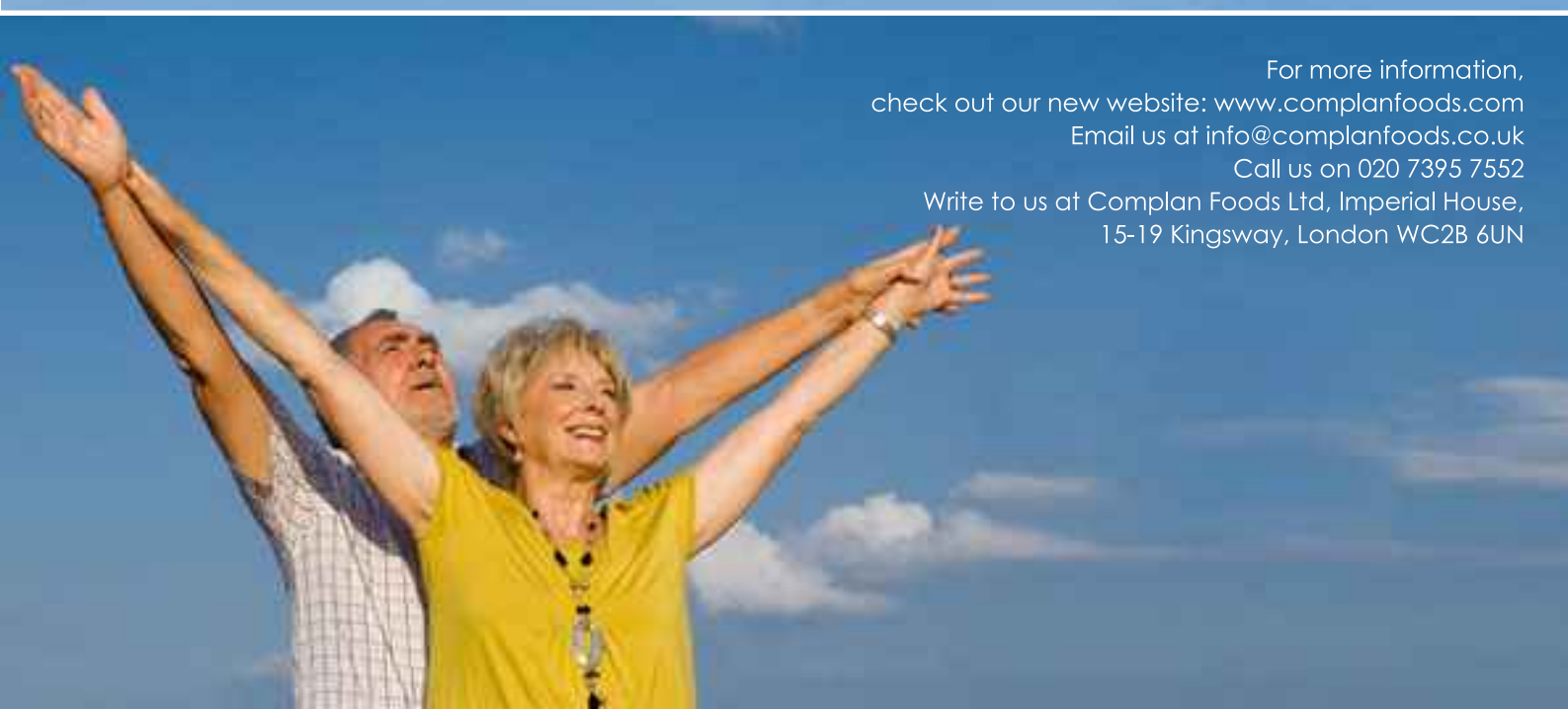
* when made with whole milk

For more information,
check out our new website: www.complanfoods.com

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Call us on 020 7395 7552

Write to us at Complan Foods Ltd, Imperial House,
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It's just better!

Prescribing *Complan Shake* as an oral nutritional supplement (sip feed) can give patients the nutrition they need and cut NHS costs by half per prescription.

The NHS market for sip feeds is around £65m a year.* *Complan Foods* entered this market in November 2006 with *Complan Shake*, which compares favourably with the current market leaders on a range of criteria:

- It provides more calories, protein, vitamins and calcium per serving
- it costs less than half of the price for the daily reference nutrient intake (RNI) for vitamins
- it scores significantly higher on taste tests and on the willingness to use every day
- it has a longer shelf life
- it is manufactured in Britain – by Heinz.

*Based on data obtained from the NHS Business Services Authority, Prescription Pricing Division, for total spend on sip feeds from March 2006 to February 2007.

Better on nutrition



Complan Shake is designed for the dietary management of patients with (or at risk of) disease-related malnutrition. These are typically the elderly and people in post-operative care. *Complan Shake* comes in five different flavours: vanilla, strawberry, chocolate, banana and milk.

All sip feeds products provide patients with additional energy and protein, as well as a range of vitamins, minerals and trace elements. When made with whole milk, *Complan Shake* provides more calories, protein and vitamins per serving than the market leaders, *Ensure Plus* (Abbott Laboratories) and *Fortisip* (Nutricia Clinical Care).

One serving of *Complan Shake* can provide patients with half of their RNI for vitamins, whereas most of the competing ready-to-drink products provide only a third. So for vitamins only two servings of *Complan Shake* per day are needed, versus three per day for competitor products.

Better on price



Complan Shake costs less than half than our competitors per serving (82p per serving, compared with £1.73 per serving for *Ensure Plus* and £1.80 for *Fortisip*).

This represents a saving of over £50 per 28-day prescription, and equates to a total saving to the NHS of up to £33m a year. Put another way, average annual savings per PCT would be £217,000 if patients were prescribed *Complan Shake* instead of the other sip feeds on the market.

This average saving per PCT is equivalent to:

- 1,085 days of hospital bed occupancy (£200 per day), or
- 276 cataract operations (£786 each), or
- 39 hip replacements (£5,568 each), or
- 35 knee replacements (£6,182 each), or
- 27 heart by-pass operations (£8,080 each), or
- 9 additional newly-qualified nurses (£25,000 per year)





Better on taste

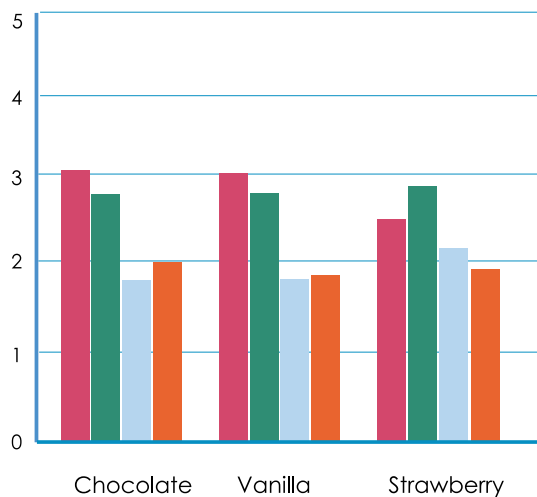
In taste tests a very strong preference was shown for *Complan Shake* over the market leaders. Two blind taste tests were carried out in June 2006. Heinz carried out the tests over a two-week period using two panels of 29 and 30 independent testers, testing *Complan Shake* vanilla, chocolate and strawberry flavours (made with both milk and water) against the equivalent Fortisip UHT and Ensure Plus UHT products.



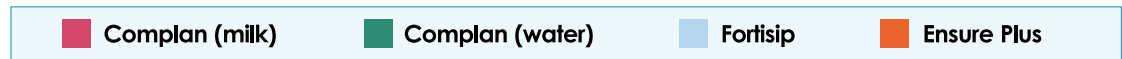
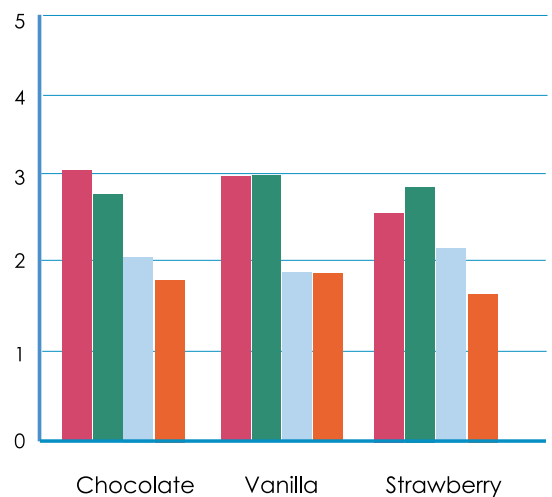
The detailed analysis of results shows that all three flavours of *Complan Shake* were "statistically significantly preferred" to their equivalent competitor products, whether they were made up with milk or water.

It is particularly important to dietitians and GPs that patients enjoy the sip feed that is being prescribed, because when they don't, there is a risk that they will stop taking it, at a risk to their health – and at a cost to the NHS. So taste and willingness to use the product every day are especially important. *Complan Shake* consistently outperforms Fortisip and Ensure Plus on these important criteria, as the graphs illustrate very clearly.

Taste comparison



Willingness to use every day



All the panellists were ordinary members of the public, with no links either to Complan Foods or Heinz. They were not told the name of the products until after the tests were complete. The panels gave ratings from 1 for 'poor' to 5 for 'very good', on five criteria: taste, willingness to use every day, appearance, aroma and feel in the mouth. All results were statistically analysed using Analysis of Variance (ANOVA) which shows when there is an overall statistical significance difference between samples. The Newman-Keuls test was used to determine which products had similar scores to one another and when they were statistically different.