

## HEALTH NEWS: 5 JANUARY 2011

### NHS MODERNISES FEMALE URINE COLLECTION WITH REVOLUTIONARY SYSTEM NOW AVAILABLE ON PRESCRIPTION

<b>Purpose:</b>	Pure urine sample collection for medical analysis
<b>Product:</b>	Peezy – hygienic <i>right-first-time</i> midstream system
<b>Clinical benefits:</b>	Accurate analysis, accurate diagnosis, prompt treatment
<b>Hygiene benefits:</b>	Tangible infection control improvements from reduced spillage
<b>Care benefits:</b>	Carers can assist without unwelcome contact, or stress for patient



Traditional hit and miss sample collection...



Midstream in one "Go" with state of the art Peezy

**Now available on NHS prescription, Peezy is the unique MSU collection system for women set to revolutionise accuracy of female urine sampling, reduce retest rates and stimulate prompt diagnosis and treatment. Delivering high levels of patient care as well as the pure sample on which right-first-time treatment relies, Peezy is especially valuable for antenatal and patients that provide regular urine samples for ongoing conditions.**

Modernising a previously undignified and inaccurate procedure, Peezy has been designed by a doctor in response to complaints by female patients about traditional sampling methods, which they found difficult and messy.

... / 2 over

**Funnelly Enough Limited**

The Old Fire Station, 140 Tabernacle Street, London EC2A 4SD  
www.funnellyenough.com / mail@funnellyenough.com  
Co reg: 4407518 / VAT 888 1652 75

Convenient Peezy not only fits “everywoman” but carers and nurses seeking to take a mid-stream urine sample from those that require help – especially the very young, the elderly and those with learning difficulties – can hold Peezy in place by its bottle, avoiding unwelcome contact or stress to the patient.



*Photo courtesy of NHS Health and Social Care Awards*

**Dr Vincent Forte, Peezy Inventor says:**

“As a GP, I regularly ask women to give me a mid-stream sample and have until recently, provided the traditional narrow bottle, the Universal Container, with which to do it. Plainly, delivering a sample into this isn’t easy. After that undignified struggle, my patients were faced with the whole damp bottle issue, which can be embarrassing and unhygienic. I know because they told me – a lot! Peezy is a far kinder way to ask female patients to give urine especially those that are required, by way of certain conditions, to give them regularly.

Best of all, Peezy guarantees an uncontaminated mid-stream sample, which means accurate results are obtained first time with effective treatment delivered quickly to the patient. And the good news for the NHS is that the reduced number of retests also means significant long-term savings. I’m proud that Peezy is an efficient, cost effective and elegant solution to an overlooked problem.”

**GPs, dispensing Doctors, Nurses and Pharmacies can prescribe Peezy from NHS Drug Tariff IXB; clinicians can also buy direct to provide better care direct to patients.**

**Peezy is manufactured in the UK.**

**[www.peezy.co.uk](http://www.peezy.co.uk)**

**ENDS.**

**NOTES FOR EDITORS OVERLEAF ... / 3**

**Funnelly Enough Limited**

The Old Fire Station, 140 Tabernacle Street, London EC2A 4SD  
[www.funnellyenough.com](http://www.funnellyenough.com) / [mail@funnellyenough.com](mailto:mail@funnellyenough.com)  
Co req: 4407518 / VAT 888 1652 75

## NOTES FOR EDITORS

### Government aims for the NHS:

- Cut costs ✓
- Reduce number of hospital attendances ✓
- Reduce hospital infections ✓
- Make efficiency savings ✓
- Improve front-line care ✓
- Seek out low-risk implementation ✓

### The figures:

- Peezy is available to the NHS at 99p per kit (funnel, container, hygienic wipe)
- Laboratory analysis costs vary, with a national average of £7.50
- Peezy reduces retesting rate from current 16-30% average to around 5%
- Estimated saving of up to £2.42 per patient
- 41,000 practicing GPs request an average 5 samples a day
- Savings on female urine sampling for GP practices alone could reach £125m/year

### Peezy round-up:

- Engineered to collect only the pure mid-stream sample
- Leads to more prompt and accurate analysis, diagnosis and treatment
- Reduces need to re-attend surgery for the same test
- Simple, clean, hygienic: dry hands, dry bottle, dry floor
- Improved sanitary environment for patients, nursing and cleaning staff
- Individually and hygienically packed single-use device
- Disposal and incineration with standard yellow-bag hospital waste

### Accolades

- NHS East of England Health and Social Care Innovation Award 2009
- Design Week Awards: Best Industrial Product 2009
- Design Week Awards: Best of Show 2009
- Hackney Mayor's Award for Enterprise 2006
- Medical Futures Award for Innovation 2003

### Dr Vincent Forte BA, MB BS, MRCP, MSc, DA

Having patented Peezy in 2001, Dr Vincent Forte's knowledge and experience of general practice has been fundamental to product development. Vincent has been a GP for almost 20 years, worked in forensic medicine for ten years and is an established writer; he co-wrote the Symptom Sorter, now used within teaching hospitals throughout the UK and is a regular contributor to print, web and broadcast media.

### Company information

- Peezy is trademarked and patent protected across International territories
- Funnely Enough was founded by Dr Vincent Forte and his sister, Giovanna Forte in 2003
- Funnely Enough received Private Equity Funding through the LDA Early Growth Fund and matched Angel investment in 2006

## CONTACT

Giovanna Forte  
Managing Director  
Landline: 020 7300 7225  
Mobile: 07595 600880  
E-mail: giovanna.forte@funnellyenough.com

## Funnely Enough Limited

The Old Fire Station, 140 Tabernacle Street, London EC2A 4SD  
www.funnellyenough.com / mail@funnellyenough.com  
Co reg: 4407518 / VAT 888 1652 75