

## PRESS RELEASE

### A collaboration between MSE Group and Innosonian Europe

*MSE Group, the exclusive partner of MedVision in Europe, are proud to announce that they have signed a distribution agreement with Innosonian Europe, suppliers of the widely acclaimed and award-winning Brayden range of CPR manikins. MSE Group will distribute the Brayden Adult, Junior and Baby CPR training portfolio in Germany, Spain, Portugal and Scandinavia.*

Alexander Krasovski, Chief Commercial Officer, MSE Group :

*"The success of the MSE Group is inextricably linked to our partnerships with companies whose innovation and specialist knowledge create product solutions, which set them apart from others in their respective fields. The Brayden CPR manikin range is a perfect example of this with an uncontested record of quality outcomes in CPR training. We are therefore very excited to be partnering with Innosonian and increasing our simulation product portfolio to help our customers achieve the highest standards in their healthcare education programmes."*

Francois Febvay, Regional Commercial Director for Innosonian Europe:

*"Innosonian Europe are happy to be working with the MSE Group. The MSE sales teams are experienced and knowledgeable and their skills will complement the other distribution partners we currently have in place promoting our range of award-winning Brayden manikins. The MSE team will also help us to promote our new and innovative developments for teaching CPR (Brayden Online). These developments allow CPR training to be carried out safely and cost-effectively in these COVID restricted times. Working together, we can make a difference to help improve the quality of CPR training, the quality of CPR delivered and patient survival."*

Further information: [hello@mse-group.co](mailto:hello@mse-group.co)

[www.mse-group.co](http://www.mse-group.co)

<http://extremesimulations.com/>

### **About Innosonian Europe:**

Innosonian Europe has its head office in the UK, with a network of distributors throughout mainland Europe supplying the Brayden range of CPR training manikins.

The award-winning Brayden manikin was designed and developed by Innosonian Inc, based in South Korea. Since its launch in 2014, the Brayden manikin has had an excellent reception by the resuscitation community worldwide and demand for this innovative CPR training manikin is impressive.

Francois Febvay, Regional Commercial Director, has extensive commercial experience in the healthcare sector and works closely with leading experts in the field of resuscitation, whose feedback is invaluable and contributes to the development of the Brayden range of manikins.

For further information: <https://www.innosonian.eu/>

### **About MSE Group and MedVision:**

The MSE Group is the exclusive partner of MedVision in Europe. Together, our work is centred around the provision of high-quality healthcare education through simulation. Innovative design and cutting-edge technologies define our range of adult, paediatric, neonatal and surgical simulators in support of healthcare professionals who strive to deliver the very best in patient-care and treatment. The recently launched Leonardo, Arthur and Mia patient simulators are exemplars of the quality of MedVision's products that are now being integrated into medical simulation programs at leading universities around the world.

For further information: [www.mse-group.co](http://www.mse-group.co)