



Q&A with Todd D. Wiebusch, CEO of Saebo, Inc. providing Hand and Upper Extremity Rehabilitation Products that help Stroke and other Neurological Injury Patients Regain Lost Function



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Interview conducted by:
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CEOCFO: *Mr. Wiebusch, what was the vision when Saebo started and where are you today?*

Mr. Wiebusch: The company was started by two occupational therapists who were brothers. They had a challenging patient, so they came up with product called the SaeboFlex that got amazing results. They continued experimenting and refining the product, then started a company back in 2002 to help people who have suffered a stroke or other neurological injury regain lost hand function. Fifteen years later, our mission is still to help people improve their quality of life after a stroke or other neurological injury.

CEOCFO: *Would you tell us about the products and what is special about what you offer at Saebo?*

Mr. Wiebusch: Most of our products are for upper extremity rehabilitation, such as Dynamic Splints, braces and electrical stimulation. All are unique to Saebo, and most are patent protected. In about 2007, we expanded into Capital equipment products that we sell to hospitals and other out-patient facilities that focus primarily on upper extremity rehab. About one-third of our business is what we call “patient product” sales, which are purchased directly by patients or through their insurance company, sometimes covered by Medicare. One third of our sales are “capital products” that we sell to clinics, hospitals and facilities in the United States. The final and fastest growing third of our business is international sales.

The two things that are most unique about Saebo compared to many of the other companies in the industry is that almost all of our products require the patient to volitionally attempt to move. There is not a robot to assist, nor is it sensor driven. It requires the patient to consciously think, “I want to move my hand, move my fingers or take a step”. This promotes cortical reorganization in ways that other modalities frequently just cannot.

The other focus of Saebo over the last few years has been to try to develop products that are affordable to patients. We see trends in Saebo and our other businesses where insurance companies are willing to pay for less and less, hospital stays are getting shorter and shorter, and the people who care most about the patient’s recovery are the patient and their family. Therefore, we are seeing a great deal of interest in our products directly from patients and their families.

CEOCFO: *On the patient side of the products, is there much training? Is there maintenance involved or parts that would need to be changed? What is involved for the patient?*

Mr. Wiebusch: That is product specific. However, we try design products (and provide supporting documentation and videos) that are easy for patients and their caregivers to understand and use at home. Over the years, we have migrated from a very intensive therapist training model, to a more patient-centered model. For example, five years ago, we would