FRANK D'AMELIO
ELLMAN INTERNATIONAL

Rosalind Hill talks to Frank D'Amelio, CEO of Ellman International, Inc., about the issues currently facing the aesthetic industry, and what we should be doing to ensure public confidence remains strong.

Radiofrequency (RF) devices make up a huge part of the aesthetic industry, and being worth $2.9 billion, this is a sector that certainly has great market potential. It is not surprising then, that one of the industry’s key players, Ellman International, Inc. recently launched a multi-stage plan for growth, with the acquisition of Sandstone Medical Technologies, making the parent company the only company worldwide to offer all energy-based treatments for surgical and aesthetic indications: RF (for both surgical and aesthetic indications), lasers, and intense pulsed light (IPL). Already a global leader in advanced RF technology for surgical and aesthetic procedures, PME was keen to find out what this acquisition means for Ellman International, and what the thoughts of its CEO, Frank D’Amelio, are on the industry as a whole.

Acquisitions and mergers
Having joined Ellman International in 2010 as Executive Vice President (he became CEO earlier this year), Mr D’Amelio has almost 30 years worth of experience in the medical device industry, and over this time, has amassed experience working in multiple departments within a company (and some 35 patents to boot). In this way, he says, he has a great appreciation for the science and working with physicians in the development of new products and devices.
Talking to physicians and understanding the market really paid off, he says. Ellman International is a company that is over 50 years old, so having that relationship with physicians* listening, talking and understanding what they need* is paramount to our business. On the aesthetic side were focused on the high quality, value proposition, and we’ve found that there has been an underserved need in this area. So through smart engineering, clinical testing and market research, we’ve been able to offer great value to our physicians.

And it is through the acquisition of Sandstone Medical Technologies that Ellman International can further enhance their product portfolio and successful relationship with health professionals.

Sandstone is a great company with a great reputation for selling lasers, but what they needed was a bigger sales engine, and that’s what we could offer, explains Mr DAmelio.

We like what they have, as well as their proven products and approach. I’ve been involved in seven mergers and acquisitions but we did this differently. Mr DAmelio explained that only 4 days after closing the deal, the entire sales force had been trained on the new laser and IPL products acquired as part of the acquisition. And then only a few days later, the sales force made their first Sandstone laser sale* an impressive feat by anyone’s standards.

Quality standards

It is perhaps this sharp and succinct approach to business that makes Mr DAmelio the right person to lead Ellman International, as well as play a leading role in the global aesthetic industry.

As the industry itself is continually evolving* and especially in light of regulatory changes throughout Europe that will no doubt impact on a global scale* I was keen to find out what he predicts for the future of our industry.

I think the industry as whole needs to concentrate on more real science and more clinical testing, he says. The industry needs high standards, high clinical efficacy and to educate. This is science* medical science* and we take our responsibility to educate our physicians seriously.

As a company Ellman International strives to provide this for their customers, ultimately boiling down to the fact that people will buy products through companies and sales representatives they trust.

I think that people need to recognise that we are in the medical device industry, and I’m proud of the fact that I started my career as a quality engineer and spent a lot of time as either a VP of quality or regulatory affairs. Mr DAmelio continues.

The need to have a robust quality and regulation system, coupled with great engineering and sales within a company is paramount. I think that’s one of the things a CEO needs to recognise when understanding of what goes into products and their development.

If you follow good manufacturing practices and document what you’re doing, understand why you’re doing it, and ensure your products meet the latest standards, then you have the right appreciation for what is needed in this wonderful medical industry.

Reputation

Talking to Mr DAmelio, it is clear to see that he is a man passionate about the work he does with Ellman International, and building on the standards required in medical devices* not just with the company he represents, but for the industry as a whole.

As a medical device company we are an extension of the physicians hands so we have a serious obligation to those physicians to develop products that are worthy, and we have taken 52 years to build that reputation.

As you’re at the helm of a company like Ellman, which took 50 years of hard work to grow and develop.

Mr DAmelio explains that in light of recent events across Europe, it appears that perhaps some companies have lost sight of the higher standards that all should adhere to. There are many who clearly do not have a good enough

This is medicine, so first do no harm. As a medical device company we are an extension of the physicians hands so we have a serious obligation to those physicians to develop products that are worthy and we have taken 52 years to build that reputation.

I want to continue bringing proven products that work clinically, are efficacious and offer good value to physicians within the surgical and aesthetic field.