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Korea's STARmed accelerates global market entry of medtech products through Olympus in Japan

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Enhancing global market expansion and providing better healthcare to patients around the world



STARmed, a South Korea-based medical device manufacturer specialising in thermal ablation technology, has announced global market expansion of its EUSRA and ELRA products, through Olympus, a global medtech company based inJapan.

EUSRA and ELRA products had been distributed by Taewoong Medical Co., a Korean manufacturer of gastrointestinal medical devices. With the completion of Olympus' acquisition of Taewoong Medical, Olympus has become a global distribution partner of STARmed's EUSRA and ELSA products. This will enable STARmed to accelerate its global market expansion and provide better healthcare to patients around the world.

EUSRA is an endoscopic ultrasound-guided radiofrequency ablation system that is used to ablate accessible lesions in the gastrointestinal tract, while ELRA is an endoluminal radiofrequency ablation system that is used to improve the symptoms of patients with bile duct strictures.

"Taewoong Medical becoming an Olympus group company is also a major milestone in our global growth strategy," said Henry Shin, CEO of STARmed. "We look forward to our products being made available to more patients through Olympus' global distribution network."

"We recognize STARmed's EUSRA and ELRA products as well-received and high-quality products," said Mike Callaghan, Vice President, General Manager of GI EndoTherapy at Olympus. "Moving forward, we will further strengthen our position in this market, strive to elevate the standard of care, and in turn, offer new hope to patients and healthcare providers around the world."