

## Award-winning medical beds delivered to Wairarapa DHB

Media release

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*Photo caption: The Wairarapa District Health Board receives delivery of eight new award-winning medical beds*

We all know the difference a good bed can make and Wairarapa Hospital has just received eight of the best, designed by Taranaki-based medical bed designer and manufacturer, Howard Wright Ltd.

Known as the M10, the medical bed has received a prestigious Good Design Award® Gold in the Product Design category in recognition for outstanding design and innovation in the 60<sup>th</sup> Annual Good Design awards in Australia.

“We aim to keep our beds to a high standard for our patients by having an annual replacement programme in place,” says Charge Nurse Manager, Susan Reeves.

“The Howard Wright model is our preferred bed, because the models are regularly updated with improved features, they are durable beds that can be relied upon. Each new model brings more safety features for patients and staff and this M10 will be a delight to use. The beds will be rotated throughout the hospital adult inpatient services.”

The M10s are described by judges of the Good Design Award® as a “brilliant example of seamless product design, detailed design resolution, highest quality manufacture and all-pervasive Design Thinking across the company culture and brand values”.

Howard Wright revolutionised medical bed design and functionality with its first hydraulically operated bed back in the early 1960s. It was the innovative M4 bed in 1976 that was the breakthrough internationally with its remote hydraulic pumping at the foot end of the bed to raise the bed surface. That placed Howard Wright at the forefront in hospital bed design.

Following the company’s core design values of “Simple, Smart, Human”, the M10 represents a further evolution in medical bed design says the company’s CEO, Bruce Moller.

“Our design mission was simple – to design the safest bed we have ever made,” explains Bruce.

“To achieve this we focussed on innovations in three key areas – preventing patient falls, pressure injuries and cross infection.”

Following three years of research and development working alongside clinicians and patients, the M10 achieved its mission according to the Good Design Award judges who commented that the M10 is “an extremely well designed bed where safety features are high. The controls are user friendly and it is clear the design team has investigated context and personas well. They have empathised with patients and users and understood the end-to-end customer journey and pain points like no other, which both reflect in its flawless execution.”

The key aspect of preventing patient falls or injuries is the new split, safety sides which are attached to the bed frame and provide reliable support for patients getting in and out of bed, says Howard Wright's research and development manager, Anthony Batley.

"With the ability to lower the bed to just 340mm, patients can put their feet flat on the floor and can grasp the sturdy safety side to assist them standing up," explains Anthony.

The electric bed positioning controls also include simple functions so the bed can automatically contour to a 30 degree back raised and 30 degree leg raised position or into a chair. The 30 degree angles offer very even pressure distribution in a comfortable position reducing the possibility of bed pressure injuries. With the safety sides attached to the bed frame, when the bed's mattress platform position is adjusted, gaps between the safety sides or gaps between the safety side and head board remain consistent minimising the chance of patient entrapment.

Finally, with hygiene a high priority in medical facilities, surfaces in constant human contact are accessible, smooth and easy to clean.

"Removable deck panels and concealed cables enable simple and easy cleaning of the entire bed – reducing the potential for cross infection between patients," says Anthony.

As a design-led company, Howard Wright has been awarded a number of New Zealand and international design awards. It's M8 critical care medical bed won four design awards including the top award at the Australian International Design Awards in 2010.

The M8 also won the prestigious international iF design award, a Red Dot design award from the Germany-based Red Dot Institute, and an award in the Best Design Awards run by the Designers Institute of New Zealand.

The M10 is 100% assembled in Howard Wright's New Plymouth facility, using approximately 70% New Zealand designed and manufactured components.

The annual Good Design Awards is Australia's most prestigious Awards for design and innovation with a proud history dating back to 1958. The Awards celebrate the best new products and services on the market, excellence in architectural design, digital and communication design and reward emerging areas of design including business model innovation, social impact and design entrepreneurship.

## **ENDS**

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## **About Good Design Australia and the Good Design Awards**

Good Design Australia is an international design promotion organisation responsible for managing Australia's annual Good Design Awards and other signature design events. With a proud history that dates back to 1958, Good Design Australia remains committed to promoting the importance of design to business, industry, government and the general public and the critical role it plays in creating a better, safer and more prosperous world.

The Good Design Award® Gold accolade is awarded to products, services or projects that have not only met the criteria for **Good Design**, but exceed them.

The 60<sup>th</sup> Anniversary Good Design Awards attracted a record number of entries. From the 536 innovative designs, only 260 projects were selected to receive the coveted Good Design Award®.

[www.good-design.org](http://www.good-design.org)

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