

SYNOPSIS

Trauma product developments

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Key words: trauma critical illness products

Purpose of your paper: Developments of Trauma products throughout the world.

Synopsis: The Australian market has developed, with only one notable exception, with competition in Trauma products primarily aimed at increasing conditions covered and the definition of condition.

This presentation will look across the globe at the development of critical illness and trauma products.

It will look at the impact that standardized definitions have had in these markets and what the impact may be on Australia.

It will bring ideas from these markets of the product structures and features which could encompass the next generation of products.