



**TRANS-ATLANTIC DISTRIBUTION LIMITED**  
PRODUCT-DISTRIBUTION-SOLUTIONS

December 2009

**Ref: Duty of Care and Deep Vein Thrombosis**

Dear Health Care and Media Professional,

Deep Vein Thrombosis (DVT) is killing more people than infectious viruses in our hospitals today.

**A national television interview today with a vascular consultant indicated that up to 70% of postoperative patients run the risk of suffering a fatal DVT.**

We have been banging the drum and knocking doors for almost 3 years now on the positive effects people gain from using our inflatable foot exerciser to minimise the risk of DVT, to tone, to increase muscle density, to increase range of movement, and **to stimulate the pump vein within the long arch of the foot**. The manner in which we are able to stimulate this pump vein is so novel it has 2 patents granted for it.

I guess it is safe to say we are on a crusade. It's a crusade nowadays because we know the difference this simple foot exerciser makes to real people. Our responsibility regarding Aerowalkers transcends any commercial intent we started with, **and today carries a moral obligation** now that we've sold nearly 6000 pairs and have had considerable feedback from the field, and from three healthcare professionals.

**We're used to sharing the Aerowalkers story with** Consultants, Vascular Surgeons, Podiatrists, Chiropodists, Cardiologist, in-hospital retailers, mobility retailers- you name the profession and chances are from Scotland, to Cornwall and stretching to the hospital corridors of Hampshire and Mid-Glamorgan- we're sharing the message. Just like Loren Eiseley's, 'The StarFish Thrower'- we know that Aerowalkers makes a difference to people in the moment.

The occurrence of deep vein thrombosis in patients is worthy of more than a moment of thought. We'd like to share some recent statistics with you regarding DVT:

- **In patients on bed rest in a general medical ward the rate of DVT is 10% but in an intensive care unit it is 29%.**
- **Within 5 days of a stroke half will have DVT unless prophylaxis is given.**
- **40% of post-operative neurosurgical patients develop DVT.**
- **In patients with a stroke, 60% develop DVT in the paralysed leg compared with just 7% in the contralateral one.** (Source McManus RA, Fitzmaurice D, Murray E, et al; Thromboembolism. Clin Evid (Online). 2009 Mar 9;2009. pii: 0208. [abstract])

My business partner on Aerowalkers, whom I affectionately refer to as John Seymour, is 84 years old. He's one of my Heroes. He designed them and we have worked on them for over seven years in total. He's had 2 embolisms this year alone- Do you think he uses Aerowalkers with vigour and enthusiasm?

**You bet your shiny Krugerrand he does.** If we may beg a favour- please visit our website to learn more. [www.aerowalkers.com](http://www.aerowalkers.com)

Your patients and the public will be glad you did.

Respectfully,

RR McMaster and Team