

Midmark India develops motorised bed 'Electra' for Indian hospitals

26 October 2017 | News

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Midmark (India), a leader in the area of patient positioning equipment, has now developed a motorised bed 'Electra', designed to capture a new market in the country's tertiary care sector.

The new bed manufactured and designed entirely in India aims to revolutionize the traditional hospital bed. It is designed to enhance patient comfort and caregiver efficiency. Priced between the range of INR 1,30,000 to INR 1,50,000 it is advanced but simpler to use at the same time.

Based out of Ohio, Midmark Corporation has been the first in India to develop intensive care bed, emergency and recovery trolleys, two section labour tables, India's first electrically operated hospital bed and has sales and technical support network across India in its category. It was formerly known as Janak Healthcare that was established in 1951.

According to Sumeet Aggarwal, managing director, Midmark(India), Electra is powered by the most experienced and largest customer support network in India which will result in a lower cost of ownership. The company is looking to increase sales of motorised beds by 20% overall.

Through the launch of Electra, we look forward to meet the growing demand of quality motorised beds in India and enter competitive global markets like Africa, Latin America and East Europe over the next 2 years, he added.

"As always, safety and flexibility are the hallmarks of any Midmark India product and Electra is no different. It is well equipped to keep the patients rested with its versatile and smoothly attained clinical positions ensuring complete contouring", stated Aggarwal.

Electra is in compliance with IEC 60601-2-52, the latest safety international standards for hospital beds. Its anti-microbial powder coat and an uncluttered access to all its segments make the bed easy to clean for a better infection control. It has an adjustable platform that can be lowered to a minimum height, ensuring comfort and safety to the patients by providing them

with an easy entry and exit to the bed. It can also be increased up to a maximum height making it easy for the caregivers to easily access and deliver healthcare from a secure position.