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Texas Medical Technology: Providing Medical Supplies, Disposable Medical Gowns, Sanitizers and Smart Safety Solutions to Hospitals and Healthcare Facilities



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“Like many others we decided to firstly focus on protective masks when the pandemic hit, but we soon realized this was a heavily saturated market. So we immediately identified a niche market in PPE disposable medical gowns, which had, to that point, severe shortages at healthcare facilities struggling to cope with COVID-19. Instead of numerous products, we concentrated all our energies into producing one item the best that we could: the disposable medical gowns.” Roxana Grosu

CEOCFO: What is the focus at Texas Medical Technology today?

Ms. Grosu: Our focus at Texas Medical Technology is to supply healthcare providers, hospitals, and medical facilities with medical supplies. Since the pandemic has affected how we manage almost every part of our day, we’ve seized the opportunity to empower institutions, including non-medical, to self-manage employee safety. From monitoring employees to maintaining medical supplies and sanitizers, the company is helping organizations meet such demands through a series of smart safety solutions. We recently built a factory in Houston, Texas to bolster the supply.

CEOCFO: What sets your products apart? What do you understand about producing a quality product in a field that, I am guessing, is very crowded?

Ms. Grosu: It’s a very crowded and competitive arena, but because our gowns are produced stateside, the quality of our gowns meet the highest requirements and standards. We carry a large capacity for testing with access to various facilities across the country to ensure that we meet all the required standards and certifications, including the thickness of the gown, for instance.

We’ve long maintained a quality set of relationships with established providers. Since running a technology company we’ve developed a network of contacts that has helped us coordinate imports and cultivate techniques for robotics in our technologies.

CEOCFO: What can you do with your robotics that gives you a leg up in producing a quality product quickly, efficiently and affordably?

Ms. Grosu: We've leveraged our technologies in streamlining the process of production, particularly after opening our new factory in Houston. Having complete oversight over the manufacturing of the product has enabled us to ensure the quality of our products remain consistent. This is an advantage that we massively lacked when we were focusing more on importing products at the beginning.

CEOCFO: When I go to the supermarket, maybe the handle on the cart has been disinfected, but I tend to pull the cart from the back end and I just do not believe that end had been cleaned properly!

Ms. Grosu: Yes, this is an issue we have tried to address head-on by actively going out and testing the infection rate in the public domain. We went to a random supermarket with our testing kit and the results that came back and were horrendous. A lot of the germs were found in unconventional places on the carts that we handle, but perhaps we don't always realize it. We tested this throughout various shopping districts, providing the relevant chains with our findings.

The aim was to communicate to these brands the prevalence of germ transmission in their stores, as well as why legitimate sanitizing solutions are not only helpful, but absolutely necessary in order to maintain a safe level of hygiene for customers.

CEOCFO: Do you see more and more companies looking at that or do you think it will sort of die down if COVID gets under control?

Ms. Grosu: I don't think it will die down. It's quite to the contrary. The pandemic has changed our priorities indefinitely, and now, companies can see the advantages of having an automated protocol in place for hygiene, sanitization, and employee safety. Ultimately, large companies and institutions are looking increasingly at providing safety seamlessly and without the burden of high costs. For example, using automated machines which sanitize a hundred carts within fifteen minutes, instead of needing two or three members of staff to do so, is clearly preferable for a business. Practices like these will prove essential in the coming decade.

CEOCFO: Do you manufacture all of the items you sell or is it a mix of what you produce and products that you add in?

Ms. Grosu: The end goal is to manufacture all of our own products. Currently, it's a mixed bag. At the earlier stages of our business, we imported many of our products from China and Mexico, but that state-of-affairs caused significant problems with regards to shipment delays and the overall quality of the product. Now, the company is FDA-cleared and has a factory in Houston employing more than a hundred people, producing the majority of products in-house.

We have been placing significant emphasis on producing personal protective equipment (PPE), namely medical gowns, en masse in order to fulfil large orders consisting of three-to-four million gowns per order.

It was a big leap of faith to open our own factory, but since then, we have installed all the necessary machinery and our product quality has remained consistent. The factory is almost one hundred percent operational and we're very confident in our plans moving forward.

CEO/CFO: How do you decide what products to include in the mix at Texas Medical Technology? How do you know when it is time to retire a product?

Ms. Grosu: Like many others we decided to firstly focus on protective masks when the pandemic hit, but we soon realized this was a heavily saturated market. So we immediately identified a niche market in PPE disposable medical gowns, which had, to that point, severe shortages at healthcare facilities struggling to cope with COVID-19. Instead of numerous products, we concentrated all our energies into producing one item the best that we could: the disposable medical gowns.

We have begun branching out our focus into other protective products. In February, we launched our smart iNitrile device for putting on sterile gloves easily, safely, and automatically. The machine utilizes an automated process to help organizations streamline tedious daily tasks, minimize waste, and improve cost-efficiency. COVID-19 has evidently reshaped our focus in the last couple of years, and that has helped us reorganize and determine which products would prove most valuable to the market. Because the issue of employee safety will only intensify, I don't foresee the need to discontinue any of our products any time soon.

CEO/CFO: What have you learned since you started the company that may have surprised you?

Ms. Grosu: It's been a lot more intense than I first anticipated, to say the least. For the first seven or eight months, we didn't take a single day off. So being switched on and ready for new challenges every day is something I've acclimatized to a lot better. There's no such thing as a routine day at Texas Medical Technology. I'm actually a little surprised at how quickly we've grown, starting with just a few people to what we see now, which is something I felt would at least take a few years to reach. I guess it's a testament to the company.

I've learned that it's a very competitive industry and there will always be problems to tend to, however unpredictable they might be. The trick is to not be set back by misfortune, and always be willing to engage with and address a problem proactively. It's easy to lose faith with certain actors in the industry, from fraudulent suppliers to lost shipments. We have suffered our fair share of heartache in the last few years. But we've persevered, and it has paid off.

CEO/CFO: It sounds like you were confident from the beginning. You have the vision for Texas Medical Technology and you are getting there, or you are there now?

Ms. Grosu: Yes! We were very lucky. I have to say that we were very lucky to be where we are today, but it came about as a result of a lot of hard work, sleepless nights, and an entrepreneur's mentality. We identified early on a range of services which would serve an industry in need of help, and we managed to optimize our business through the use of quality materials, a streamlined production processes, and our ability to manage our orders efficiently

We have remained both consistent and transparent in our operations, and as a result, we've developed a strong network of client and supplier relationships. This has helped us establish a trusted reputation in the industry, and while we are thrilled with what the company has transformed into, the future for us appears bright. Exploring further innovations in the industry is in the works, because we're only just getting started.

