TELA Bio Announces Hiring of Greg Firestone as Vice President of Strategic Customer Relations

October 30, 2017

MALVERN, Pa., Oct. 30, 2017 /PRNewswire/ -- TELA Bio, Inc., a surgical reconstruction company leading the development of OviTex™ Reinforced BioScaffolds (RBSs) for soft tissue repair, today announced that Greg Firestone has joined the company as vice president of strategic customer relations. Mr. Firestone will be responsible for developing collaborative relationships and strategic alignment with Integrated Delivery Networks (IDNs), health systems and Group Purchasing Organizations (GPOs) through innovative clinical and financial models.

"Mr. Firestone comes to us with more than 25 years of experience in the IDN, health systems and GPO market segments," said Antony Koblish, president and CEO of TELA Bio. "We welcome his market understanding and expertise in positioning the OviTex value proposition to supply chain and hospital administration executives, and TELA Bio being recognized as an innovative strategic partner focused on delivering desirable financial and clinical value."

Prior to joining TELA Bio, Mr. Firestone served as vice president of strategic customer relations at ROi, where he led a team of co-workers responsible for provider customer recruitment and support, as well as market communications. He has also served as regional vice president of MedSpeed, founder and CEO of Dermal Life, LLC, co-founder and president of Mossberg Labs, and owner and CEO of NCI, where Mr. Firestone founded the IDN Summit & Expo, and authored "*Swimming with the Supertankers*," a book written to assist supplier sales and marketing professionals.

"I am grateful for the opportunity to become part of a credible and successful leadership team at TELA Bio on the heels of a successful commercial launch of OviTex RBSs," said Mr. Firestone. "We have the opportunity to change the landscape of the medical device market segment through establishing innovative, collaborative relationships with healthcare providers, which perfectly aligns with my tenure of industry focus."

About TELA Bio, Inc.

TELA Bio, Inc. is a privately-owned company focused on bringing innovative, cost-effective, surgical reconstruction solutions to surgeons, hospitals and patients. The company's OviTex Reinforced BioScaffolds (RBSs) products, designed for hernia repair and abdominal wall reconstruction procedures, integrate polymer and biologic materials in a uniquely embroidered construction using novel engineering design principles. The OviTex portfolio is supported by high-quality, data-driven science and extensive pre-clinical research that has consistently demonstrated the advantages of an RBS over commercially available products. OviTex RBSs are commercially available in the U.S., and TELA Bio plans to launch OviTex RBSs in the European Union. The company is collaborating with leading surgeons to drive rapid product development and establish TELA Bio as a leader in surgical reconstruction. To learn more about TELA Bio visit http://www.telabio.com.

About OviTex Reinforced BioScaffolds

OviTex Reinforced BioScaffolds (RBSs) are intended for use as a surgical mesh to reinforce and/or repair soft tissue where weakness exists. Indications for use include the repair of hernias and/or abdominal wall defects that require the use of reinforcing or bridging material to obtain the desired surgical outcome.

Do not use OviTex RBSs in patients known to be sensitive to materials of ovine (sheep) origin. For additional important safety information, please see the OviTex RBSs Instructions for Use.

The statements made or results achieved by TELA Bio customers described herein were achieved in their specific setting. Due to variations in clinical experience and technique, there is no guarantee that these results are typical. Bench testing may not be indicative of clinical performance.

Caution: Federal (US) law restricts this device to sale by or on order of a physician.

TELA Bio, Inc. owns or has applied for the following trademarks or service marks: OviTex, TELA Bio.

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