CMR Surgical becomes the Official Medical Device Partner of ParalympicsGB

- Ahead of the Tokyo Games, CMR Surgical has announced it has signed a gold-tier partnership with ParalympicsGB

- The sponsorship is set to run for four years over the Tokyo, Beijing and Paris games and will see CMR supporting the team with a campaign to celebrate the power of human ability

CAMBRIDGE, UK – [01.06.2021] (00:00 GMT). CMR Surgical (CMR), the global company that has developed the next-generation surgical robot, Versius®, today announced it has signed a gold-tier partnership with ParalympicsGB. As the team's Official Medical Device Partner, CMR Surgical will launch an internal and external campaign called ‘human skill, redefined’ that aims to challenge perceptions around human ability.

CMR is committed to making surgery better for patients around the world – bringing the benefits of minimal access surgery (otherwise known as keyhole surgery) – to everyone that could benefit. The partnership with ParalympicsGB allows CMR to showcase the inspirational people – across sport and surgery – who redefine skill and those who make the impossible, possible.

Mark Slack, Chief Medical Officer of CMR Surgical, commented: “At CMR, we are passionate about enhancing human skill with technology to deliver the best surgical care. In ParalympicsGB, we see several core qualities that resonate with us as a business, and the surgical community more widely: from their ambition and determination to succeed, to the precision and control in their sport. We are delighted to use this partnership to really shine a light on those inspirational figures who have pushed boundaries and challenged perceptions around human ability.”

The sponsorship will involve a multi-channel campaign which will include print and digital advertising, paid social and PR as well as internal employee engagement activities.

The partnership comes with plans for the rescheduled Tokyo 2020 Paralympic Games intensifying with ParalympicsGB expecting a team of around 240 athletes to compete in 19 sports including newcomers Taekwondo and Badminton.

Penny Briscoe, ParalympicsGB Chef de Mission at Tokyo 2020, commented: “The Paralympics was founded in the UK by a surgeon in the 1940s and has grown to become one of the world’s largest and most exciting sporting events. We take great pride in the way the teams now inspire huge audiences across the globe to reconsider the true meaning of ‘ability’. It's brilliant for us to go back to our roots with this sponsorship and work with a company that shares similar values which support the preparation of ParalympicsGB ensuring our athletes are truly impossible to ignore.”
ParalympicsGB captured the imagination of the British public at London 2012 winning 120 medals in front of sell-out crowds with countless memorable performances.

The team eclipsed that performance at Rio 2016 winning an outstanding 147 medals including 64 golds to finish second in the overall medal table. The rescheduled Tokyo 2020 Paralympic Games will be staged from 24th August to 5th September.

— ENDS —

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Notes to Editors:

About the British Paralympic Association and ParalympicsGB

The British Paralympic Association is the National Paralympic Committee for the UK, responsible for the promotion of the Paralympic movement in Great Britain and selecting, entering and funding the Great Britain and Northern Ireland Paralympic team.

ParalympicsGB is the Great Britain and Northern Ireland Paralympic Team competing at the summer and winter Paralympic Games. We know that the outstanding performances of our athletes have a powerful impact on the British public and can shift perceptions of disability in society, helping to inspire a better world for disabled people.

The BPA would like to thank the National Lottery, UK Sport and our Gold Partners adidas, Allianz, bp, British Airways, CMR Surgical, Dreams, Hogan Lovells, Mondelēz International, Nestlé Cereals UK, Sainsbury’s, Toyota, Virgin Media, and our Partners asos, Citi, Papa John’s and Sir Robert McAlpine for their support. Further details are available at https://paralympics.org.uk/

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About The Versius Surgical Robotic System

Versius resets expectations of robotic surgery. Versius fits into virtually any operating room set-up and integrates seamlessly into existing workflows, increasing the likelihood of robotic minimal access surgery (MAS). The portable and modular design of Versius allows the surgeon to only use the number of arms needed for a given procedure.
Biomimicking the human arm, Versius gives surgeons the choice of optimised port placement alongside the dexterity and accuracy of small fully-wristed instruments. With 3D HD vision, easy-to adopt instrument control and a choice of ergonomic working positions, the open surgeon console has the potential to reduce stress and fatigue and allows for clear communication with the surgical team. By thinking laparoscopically and operating robotically with Versius, patients, surgeons and healthcare professionals can all benefit from the value that robotic MAS brings.

But it's more than just a robot. Versius captures meaningful data with its wider digital ecosystem to support a surgeon's continuous learning. Through the Versius Connect app, Versius Trainer and CMR clinical registry, Versius unleashes a wealth of insights to ultimately improve surgical care.

**About CMR Surgical Limited**

CMR Surgical (CMR) is a global medical devices company dedicated to transforming surgery with Versius®, a next-generation surgical robot.

Headquartered in Cambridge, United Kingdom, CMR is committed to working with surgeons, surgical teams and hospital partners, to provide an optimal tool to make robotic minimal access surgery universally accessible and affordable. With Versius, we are on a mission to redefine the surgical robotics market with practical, innovative technology and data that can improve surgical care.

Founded in 2014, CMR Surgical is a private limited company backed by an international shareholder base.