



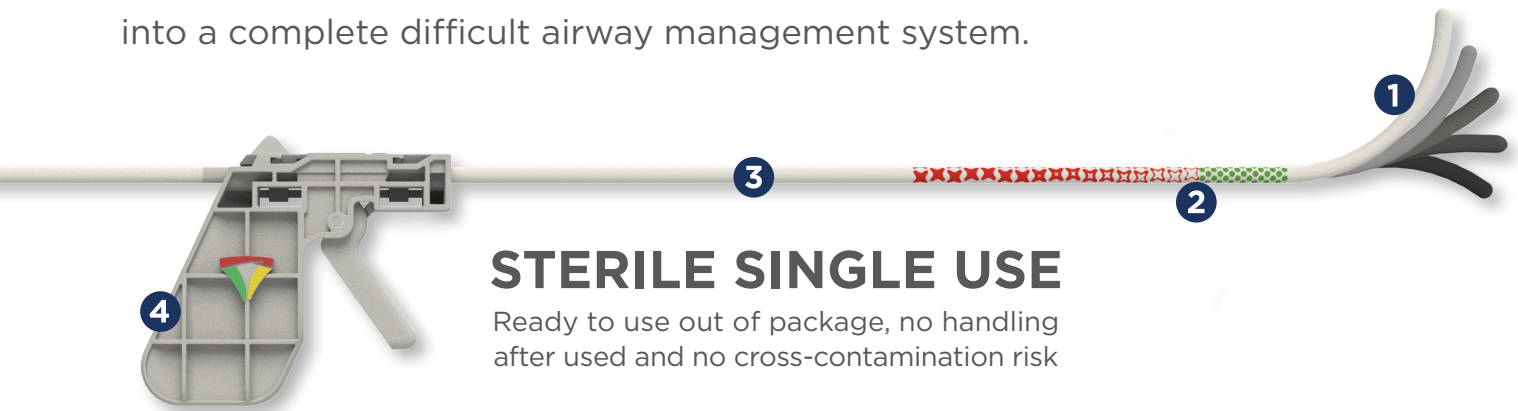
# A new approach to managing difficult airways when using video laryngoscopy

## The Problem:

- Failed intubation can lead to case cancellations which can cost 4-6K dollars per occurrence.<sup>1</sup>
- 29% of ASC anesthesia related malpractice claims were airway related with an average payout \$87K<sup>2</sup>
- Concerns over difficult intubation are a major factor in patient selection in surgery centers, leading to decreased access to the care that patients want and deserve in these facilities.
- Obesity and obesity procedures continue to increase in these care settings and managing these airways can create additional challenges. Many obese patients also have sleep apnea which causes 3X+ increase difficult airway prevalence.<sup>3</sup>
- Not only are fiber optic scopes expensive to buy at \$15,000+ but carry a per case use cost of over \$300 as well due to maintenance, cleaning and warranty costs.
- Despite Video Laryngoscopy solving most visualization challenges, tube delivery and the associated tools have not followed suit.

## The Solution:

The Total Control Articulating Introducer turns your video laryngoscope into a complete difficult airway management system.



- 1 ARTICULATING TIP:** Higher first pass intubation success and precise tip articulation control.
- 2 INTUITIVE DEPTH CONTROL SYSTEM:** Improved device depth control in the trachea and proprietary color-coded heads up markings improve depth awareness.
- 3 FLEXIBLE SHAFT:** Conforms to a wide variety of upper airways and isolates tip control from shaft configuration.
- 4 REMOVABLE PISTOL GRIP HANDLE:** Single handed use allows single operator intubations. The thumb release removable handle eliminates the need to preload the tube on device before use and allows for immediate rescue.

<sup>1</sup> Pohlman et al., "Contributing Factors for Cancellations of Outpatient Pediatric Urology Procedures."

<sup>2</sup> Ranum et al.

<sup>3</sup> Nagappa et al., "Is Obstructive Sleep Apnea Associated with Difficult Airway?"