Mediflex®
SURGICAL PRODUCTS

Bronchoscope Stabilization System

PRODUCT LINE OVERVIEW

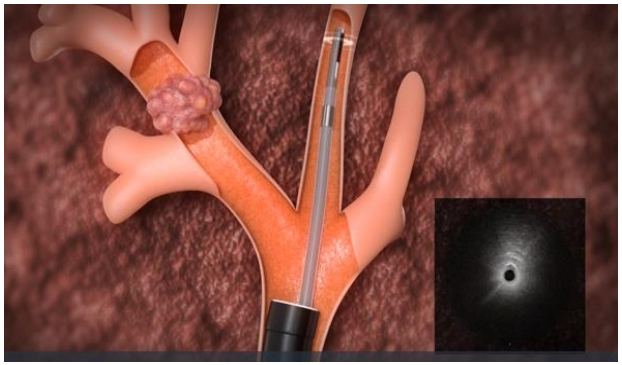
Bronchoscope Stabilization System
KEY PULMONARY PROCEDURES

Interventional pulmonology is a relatively new field in pulmonary medicine using endoscopy and other tools to diagnosis and treat conditions in the lungs. Recent advances in technology have been extending the reach of interventional pulmonology procedures using flexible bronchoscopes to access, visualize, sample, diagnosis, and treat peripheral lesions previously inaccessible.

Three key technology platforms / procedures well-suited for the Mediflex® Bronchoscope Stabilization System include:

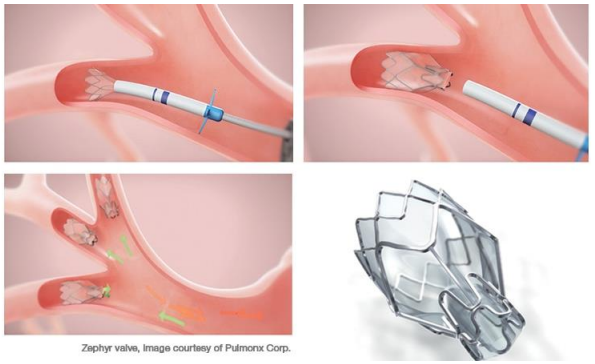
Endobronchial Ultrasound (EBUS)

A miniature ultrasound probe (radial probe RP-EBUS or convex probe CP-EBUS) is inserted through the working channel of a flexible bronchoscope during real-time imaging to determine the exact location and size of the lesion (cancer). EBUS allows real-time guidance of transbronchial needle aspiration (TBNA) of lung masses.



Bronchoscopic Valve Placement

An endobronchial valve is an implantable medical device – a small, one-way valve, which is implanted in an airway in the pulmonary system to treat one of several lung conditions such as persistent air leaks or emphysema.



Zephyr valve, Image courtesy of Pulmonx Corp.

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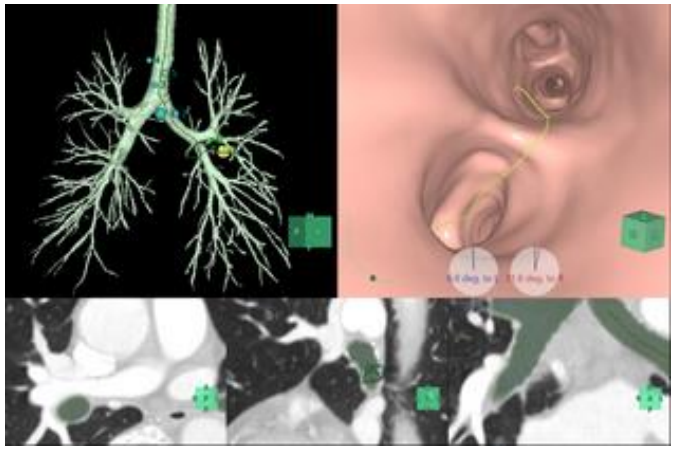
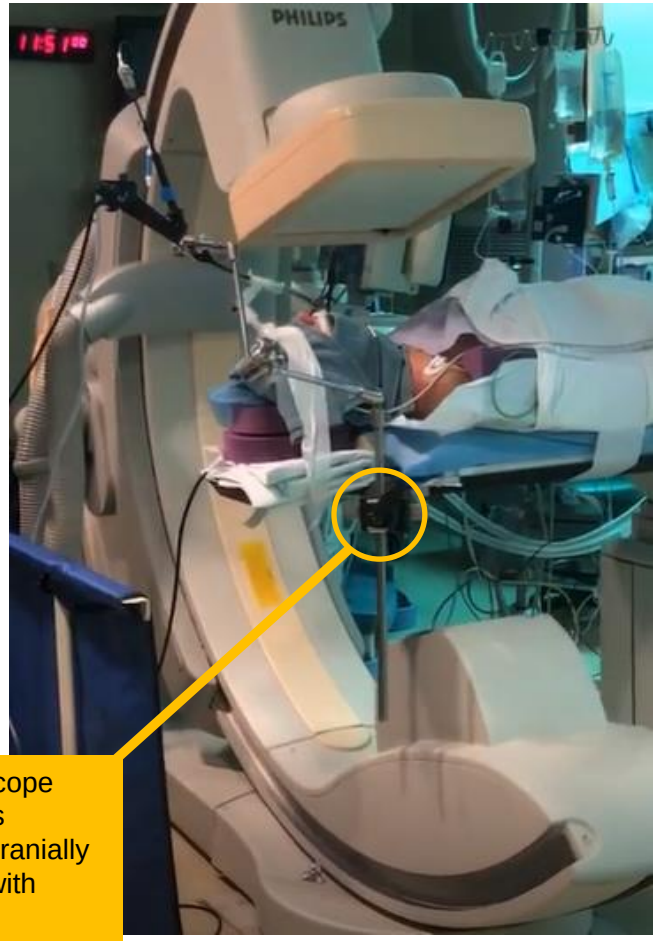
KEY PULMONARY PROCEDURES

Electromagnetic Navigational Bronchoscopy (ENB)

Combines a bronchoscope with an electromagnetic imaging platform and real-time CT or Cone Beam CT (CBCT) images to create a 3-D map of lungs for access, diagnosis, sampling and treatment of difficult to reach peripheral lung lesions.

CT/CBCT requires the physician and team to be removed from the radiation source for both movement of the system - which rotates around the patient, as well as to prevent radiation exposure, making a holding system a procedure requirement.





NOTE: The Bronchoscope Stabilization System is attached to the table cranially to avoid interference with CT/CBCT and electromagnetic platforms.

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Bronchoscope Stabilization System
CLINICAL BENEFITS

Why a Bronchoscope Stabilization System is needed?

1) Eliminates an assistant for scope holding
Diagnostic and treatment advancements in bronchoscopy have resulted in longer procedures - making it difficult for the physician or an assistant to hold the scope for the duration of the procedure.

2) Reduces radiation exposure
The physician and team are able to step away from the patient or leave the room during imaging to prevent exposure to harmful radiation.

3) Maintains scope position during imaging and intervention
The Bronchoscope Stabilization System provides static, hands-free holding of the flexible bronchoscope throughout the procedure - for safety, accuracy and precision.

4) Helps to reduce trauma to the anatomy
Static scope holding minimizes inadvertent movement – caused by a fatigued assistant or while sliding various instruments in/out of the working channel – which helps to reduce trauma to the anatomy.

5) Shortens procedure time
As optimal positioning of the scope is maintained, less time will be required for making adjustments resulting in a more efficient, shorten procedure time.

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Bronchoscope Stabilization System
PRODUCT LINE OVERVIEW

Specialized Accessories

Flexible Scope Tip (99706)
with hex fitting - for attachment to a Mediflex StrongArm™ (ideal configuration is 73000-SA).
Requires Silicone Liners (sold separately).

Silicone Liners (070305)
12 per pack – Non-Sterile, Reusable/Sterilizable

Holding & Positioning Systems

Bronchoscope Stabilization System (38000) – Complete System with fixed Flexible Scope Tip, includes Rail Clamp

StrongArm (73000-SA)
StrongArm with short distal arm & hex fitting, includes Rail Clamp

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Bronchoscope Stabilization System
KOL TESTIMONIAL

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Bronchoscope Stabilization System
SALES STRATEGIES

WHO and WHERE…

Target audience:
Interventional Pulmonologists

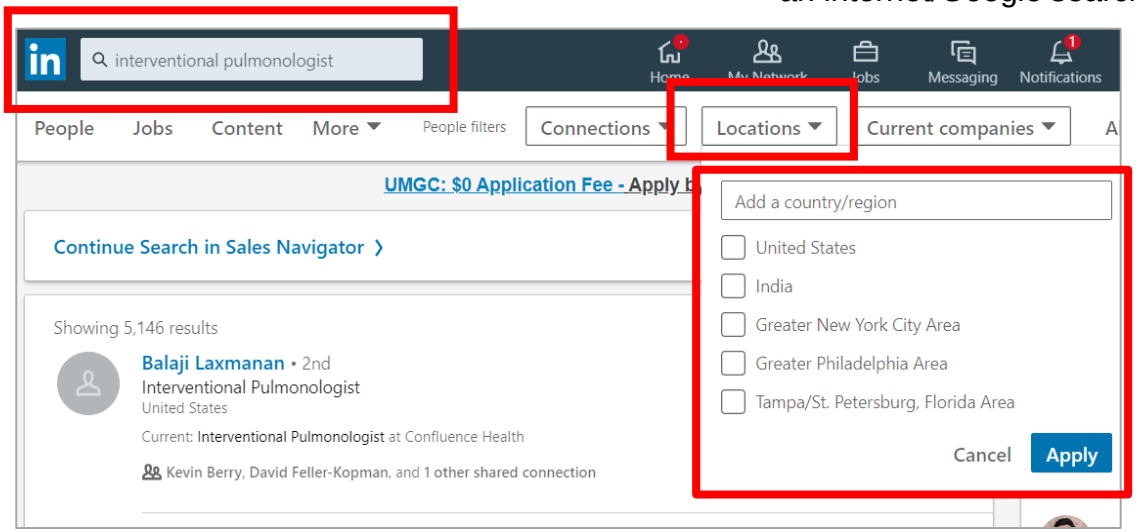
Hospital Location:
Endoscopy/Pulmonology/Bronchoscopy Suites/Labs or, the pulmonology service in the operating room

3 WAYS TO DEVELOP SALES OPPORTUNITIES ON THE INTERNET…

1) Connect with the local Medtronic Lung Division Representative (most are on LinkedIn). They have customers seeking a table mounted holding system to stabilize the bronchoscope. Medtronic has tested their navigational platform for compatibility with our Bronchoscope Stabilization System

2) Find doctors performing navigational bronchoscopy using LinkedIn - search by specialty (interventional pulmonologist) and location (see sample below)

3) Find hospitals performing navigational bronchoscopy by performing an internet/Google search



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