

# INTUBRITE PRODUCT DETAILING



# INTUBRITE - DIRECT PRODUCT PORTFOLIO

IntuBrite Name	Dual LED Disposable	GreenLine Disposable	
Lighting System	Standard LED	Fiberoptic LED	
Handle & Blade Options	3 handles; 18 blades, Combos	3 handles; 14 blades	

# ALL INTUBRITE PRODUCTS HAVE DUAL LIGHTING SYSTEM

1<sup>st</sup> major innovation in standard laryngoscopy in many years

- Patented, custom blended UV/white light waveforms
  - provides brightest, clearest view of the airway
    - 2+ X's brighter than most other systems on the market
  - reduced glare
  - superior anatomical definition
  - eliminates “white wash” effect common to standard intubation system lighting
  - greater depth perception and detail
  - phosphorescent reaction with tissues and vocal cords

# INTUBRITE SPECTRAL ADVANTAGE

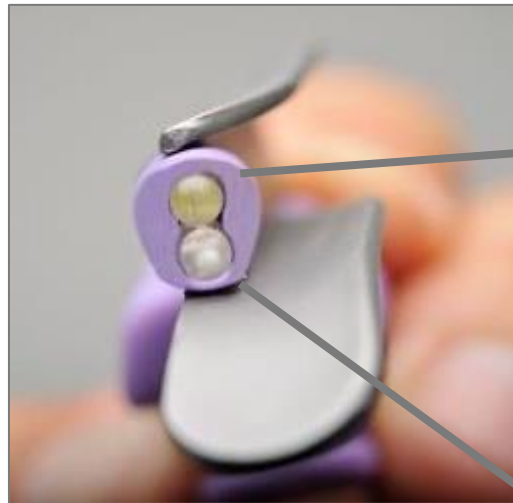
- Custom LEDs tuned to the “**cooler**” colors of the spectrum
- UV light wave is outside of the visible spectrum
- Total illumination increased
- Results in **less glare** and feedback
- **Anatomical definition, depth perception and color is increased**

The result is superior illumination of the airways:

- Reduced glare
- Superior anatomical definition
- Greater depth perception and detail

# INTUBRITE DUAL LIGHTING SYSTEM

- Two bulbs provide the blended ultraviolet /white LED light
- When on, only the white LED light bulb appears to be working. The UV light is not visible to the naked eye.



**IntuBrite Dual LED  
(Standard LED)**  
- Two bulbs in blade

**White LED  
Light Bulb  
(sl. yellow  
color)**

**Ultraviolet  
LED light bulb  
(very clear)**



**IntuBrite Greenline  
(Fiberoptic) LED**  
- Two bulbs in handle

# INTUBRITE DISPOSABLE PRODUCT OFFERING

- Broad range of Handle and Blade options
- Including less common sizes

Miller 000, 00, 1.5

Mac 3.5

Robert Shaw 0, 1

Phillips 1,2

	Dual LED	Greenline FO
<b>Sterile Avail</b>	x	
<b>Handles</b>	3 sizes	3 sizes
<b>Blades</b>		
Mac 0	x	x
Mac 1	x	x
Mac 2	x	x
Mac 3	x	x
Mac 3.5 (3 Plus )	x	x
Mac 3 strong		
Mac 4	x	x
Mac 5		
Miller 000	x	x
Miller 00	x	x
Miller 0	x	x
Miller 1	x	x
Miller 1.5	x	x
Miller 2	x	x
Miller 3	x	x
Miller 4	x	x
Phillips 1	x	
Phillips 2	x	
Robertshaw 0	x	
Robertshaw 1	x	

# INTUBRITE DISPOSABLE DUAL LED

- UV/White LED lighting technology: Both bulbs in the Blade
- Sold separately or blade/handle combo
- Available Surgically Clean or Sterile
- 5 year shelf life (One year sterile\*)
- Surgical steel blade
- Aircraft aluminum handle
  - 3 sizes: Medium, Pediatric, Stubby
- Broad blade options
  - Mac 0-4, including 3.5
  - Miller 000 – 4, including 1.5
  - Robert Shaw 0, 1
  - Phillips 1,2
- Battery life - 2 hours of continuous use



# INTUBRITE DISPOSABLE GREENLINE FO

- UV/White LED lighting technology:
  - Both bulbs in the handle
  - Enclosed fiberoptic pipe delivers light to tip of blade
- Handles and blades sold separately
- Available Medically Clean (not sterile)
- 5 year shelf life
- Surgical steel blade
- Aircraft aluminum handle
  - 3 sizes: Medium, Pediatric, Stubby
- Broad blade options
  - Mac 0-4, including 3.5
  - Miller 000 – 4, including 1.5
- Battery life - 2 hours of continuous use

# INTUBRITE GREENLINE FO

- Built to ISO Green Standard System specifications ISO7376
- Compatible all other manufacturer's green handles and blades
- If BLADE used with another manufacturer's handle, no benefit of the IntuBrite UV/White LED light – because the unique light source is in IntuBrite handle
- If HANDLE used with another manufacturer's blade, will have benefit of the UV/White LED light, but it will be diminished
  - Do not have the higher voltage of IntuBrite battery

# HOW TO POSITION DUAL LED & GREENLINE FO

## Always our lead product

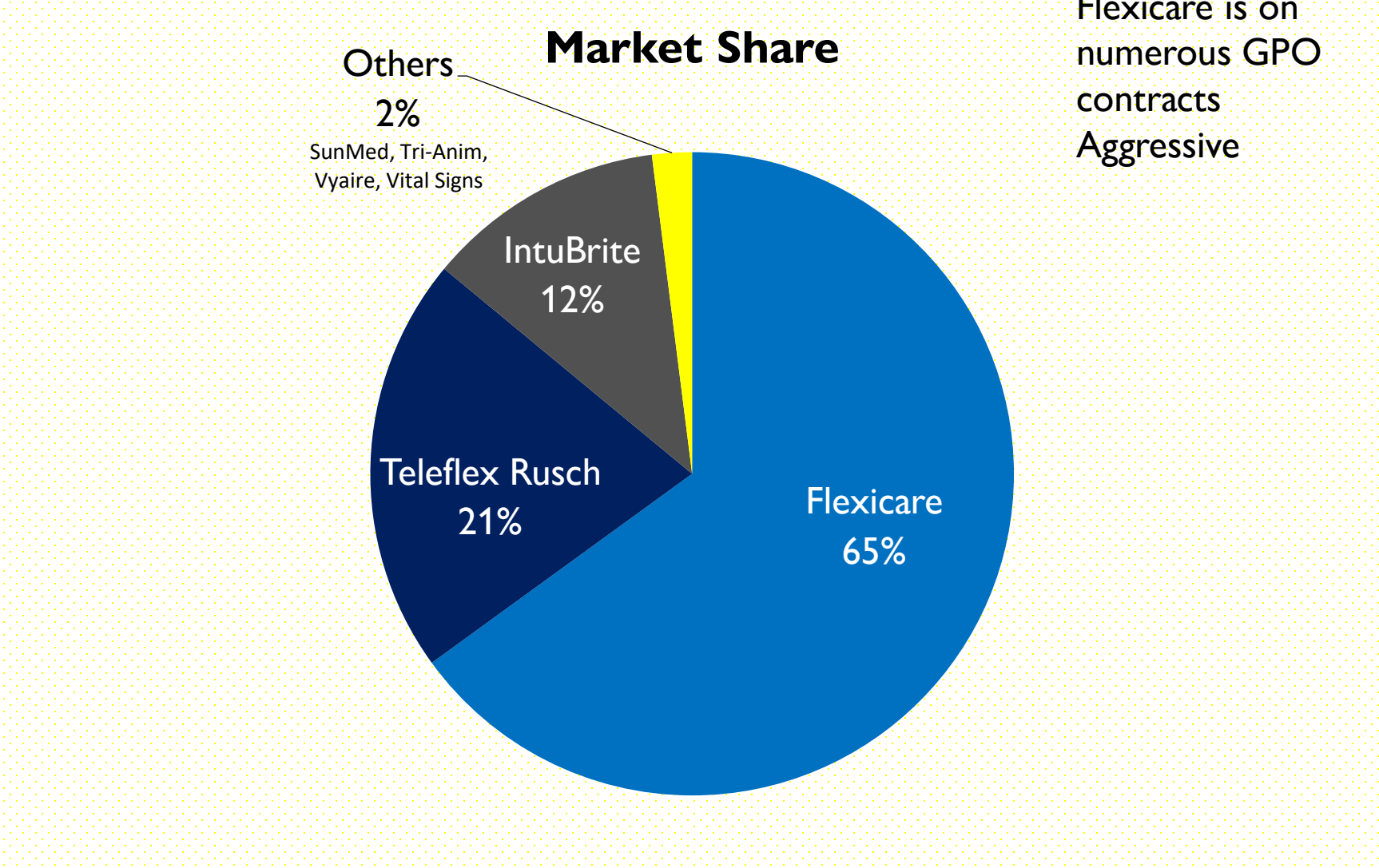
- Highest light quality
- Strongest differentiation
- Greatest 'stickiness' – more difficult for competitor to unseat



If require green system compatibility,  
present Greenline FO

- Best green system available








# POP QUIZ:



# MAJOR DL COMPETITOR PRODUCT OFFERINGS

	Direct Laryngoscopy			
	Standard LED or Proprietary		Greenline (FiberOptic LED)	
	Reusable	Disposable	Reusable	Disposable
Salter IntuBrite	✓ Handle	✓		✓
Flexicare		✓ (new)		✓
Teleflex Rusch	✓	✓	✓	✓
SunMed	✓	✓ Blade	✓	✓
Vital Signs				✓
Verathon	✓ Handle	✓ Blade	✓	✓
Medtronic				
Ambu				
Karl Storz			✓	✓

# DISPOSABLE MAJOR PRODUCTS OVERVIEW

		ASP	Strengths	Weaknesses
	<b>Flexicare BritePro</b>	\$10-15	<ul style="list-style-type: none"><li>• Recycling program</li><li>• Contracts</li></ul>	<ul style="list-style-type: none"><li>• Reliability</li><li>• Handle-blade give (flex)</li></ul>
	<b>BritePro Omni</b>	\$11? (new)		
	<b>Teleflex DispoLED DispoGrip TruLite</b>	\$10-15		<ul style="list-style-type: none"><li>• Reliability</li><li>• Light quality</li><li>• Handle-blade give</li></ul>
	<b>IntuBrite Dual LED</b>	\$11-12	<ul style="list-style-type: none"><li>• UV light</li><li>• Light quality</li><li>• Metal construction</li><li>• Reliability, strength, and quality</li><li>• True Recycling Program</li></ul>	
<b>Smaller Players (not comprehensive)</b>				
	<b>Heine XP</b>			<b>Sunmed SunOne</b>
				<b>Storz Laryngobloc</b>
				<b>OBP Surescope</b>

# KEY DISPOSABLE COMPETITOR PRODUCT OFFERINGS

	Standard LED or Proprietary	Greenline (FiberOptic LED)
Salter IntuBrite	<ul style="list-style-type: none"> <li>Dual LED</li> </ul>	<ul style="list-style-type: none"> <li>Greenline FO</li> </ul>
Flexicare	<ul style="list-style-type: none"> <li>BritePro Omni</li> </ul>	<ul style="list-style-type: none"> <li>BritePro Solo</li> </ul>
Teleflex Rusch	<ul style="list-style-type: none"> <li>DispoGrip Handle</li> <li>Equiplite Blade</li> <li>Lite Slim Blade</li> <li>TruLite Secure Combo</li> </ul>	<ul style="list-style-type: none"> <li>DispoLED Handle</li> <li>GreenLite blade</li> </ul>
SunMed	<ul style="list-style-type: none"> <li>Standard/D blade</li> <li>(no handle)</li> </ul>	<ul style="list-style-type: none"> <li>GreenLine/D</li> </ul>
Vital Signs	<ul style="list-style-type: none"> <li>Vital Signs Blade</li> <li>(no handle)</li> </ul>	<ul style="list-style-type: none"> <li>GreenBright handle</li> <li>GreenBright Blade</li> <li>GreenLight Blade</li> </ul>

# DISPOSABLE COMPETITION OVERVIEW

- Lots of players, but Flexicare is market giant.
- Pricing is competitive in disposable blade/handle systems
- Tiered offerings to enable 'Premium' product while still having a value offering to compete on price

Flexicare: New BritePro Omni – differentiation, higher price

Teleflex: Trulite value offering (<\$9)



## **BritePro Solo**

- Sold separately or with Blade Combo
- Sterile
- 5 year shelf life
- Metal blade with metal heel
- Plastic, textured grip handle – 2 sizes:  
Medium, Pediatric
- Blade options
  - Mac 1 – 4, including 3.5 and 3 strong
  - Miller 00 – 4 (not 1.5)
  - Philips 1, 2

# FLEXICARE: STANDARD LED

## BritePro Omni - New

- Sterile
- Plastic, textured grip handle

### Claims:

- Quick release battery removal
- Reduced blade profile
- Color coded blade size

Price – not known, but rep claim it will be higher than BritePro Solo

Blade and handle options not yet known

- Expect similar to BritePro solo



# FLEXICARE TRADEOFFS

## Strengths

- Market share leader
- Tri-anim aggressively selling
- Contract Positions: Premier, Premier Ascend, Vizient, HPG, Kaiser, Sutter, UMCSC
- 5 yr expiration on their sterile BritePro Solo combo pack
- Recycling program
- Overall good quality product

### How IntuBrite wins: **Lighting system**

- Complete blade range, including Miller 000 and 1.5
- Surgical grade stainless steel blade and aluminum handles
- Good **quality feel** at competitive price

## Weaknesses

### Lighting technology

- Inferior Greenline lighting quality to IntuBrite Dual LED
- Image with fiber optic blade is hot reds and bright yellow

Blade - No Miller 000 or Miller 1.5

Handle – All Plastic

Batteries - difficult to remove before disposal

# TELEFLEX: GREENLINE FO LED

## DispoLED handle + Green Rusch Lite Blade

- Plastic handle, medium only
- Not Sterile, 3 yr shelf life
- All metal blades
- Color coded blade packaging
- Standard range of blade sizes
  - Miller 00 – 4 (not 1.5)
  - Mac 1 – 4, including 3.5



### Green Rusch Lite™ Fiber Optic Laryngoscope Blades

- Solid metal construction from tip to heel
- Reliable "click" locking mechanism
- Anti-glare sheath on light pipe to focus light output
- Packaging is color-coded by size for easy identification



# TELEFLEX STANDARD LED

## DispoGrip Handle

- 1 size, all plastic with grip
- Available with battery tester – can test battery without removing from package
- Compatible with Standard LED blades

## Equiplite Blade

- All Metal blade
- Color coded by size
- Standard size range
  - Miller 00 – 4 (not 1.5)
  - Mac 0 – 5, including 3.5

## Lite Slim Blade

- All Plastic, xenon light
- Miller 0, 1, 2, 3
- Mac 1, 2, 3 4

**Compatible with Standard LED handles**

## TruLite Secure Combo

- Plastic handle (1 size) with attached metal blade
- Miller 00 – 4 (not 1.5)
- Mac 1, 2, 3 4



DispoGrip  
battery tester



DispoGrip +  
Equiplite  
Blade



Lite Slim Blade



TruLite  
Secure  
Set

# TELEFLEX TRADEOFFS

- Strengths:

- Extremely aggressive on pricing – are lead with price
- GPO contracts – Premier, Vizient
- Bundled with committed airway programs
- Recycling program
- Tiered offering
- New Plastic Handle & Plastic Blade Combo at <\$9 price point

- Weaknesses:

- Greenline quality vs. IntuBrite Dual LED
- The open fiber optic light pipe causes the light to “scatter”, not focus on the cords
- Design:
  - Light escapes through clear plastic piece at back of the blade making it difficult for providers who wear glasses to see, focus.
  - Clear plastic piece can fall off
- Blade
  - Shiny blade finish increases glare
  - No Miller 000 or Miller 1.5
  - High profile of the blade
  - Plastic handle in only 1 size
- 3 yr shelf life

## How IntuBrite wins: **Lighting system**

- Quality and feel: Matte finish on blades, no plastic pieces that break
- Surgical grade stainless steel blade and aluminum handles
- 5 year shelf life

# SUNMED GREENLINE LED

## GreenLine/D

**Handles – All plastic, 3 style grips**

Textured Grip: 4 sizes: Medium, Pen, Stubby, Standard

Ribbed Grip: 2 sizes

Smooth Grip: 1 size

## Blades – 2 styles

All Metal blade

- Miller 00 – 4
- Mac 1 – 4

Plastic Heel

- Miller 00 – 4
- Mac 1 – 4, incl 3.5
- Robert Shaw 0,1

Ribbed Handle  
with plastic  
heel blade

Textured  
Handles



Smooth  
Handle

Textured Handle with  
all metal blade



## Standard/D blades

(do not offer disposable handles)

### All Metal blades

- Miller 00 – 4
- Mac 1 – 4
- Patented safety heel inhibits blade tip from contacting handle (to prevent cross-contamination from reusable handle)



Disposable LED Miller Blade



Disposable LED Macintosh Blade



# SUNMED TRADEOFFS

## Strengths:

- Aka Tri-Anim Curaplex
- GPO contracts – Premier, Vizient
- Wide range of blades and handles
- Recycle program

## Weaknesses:

### Lighting technology

- Greenline quality vs. IntuBrite Dual LED

### Design:

- All plastic handle

# VITAL SIGNS GREENLINE LED

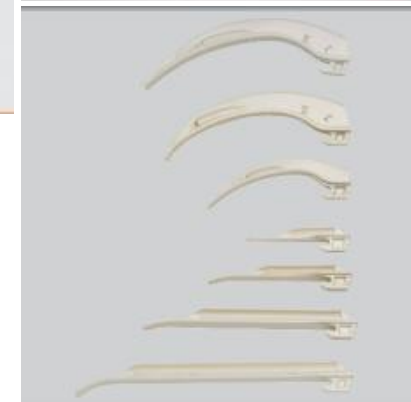
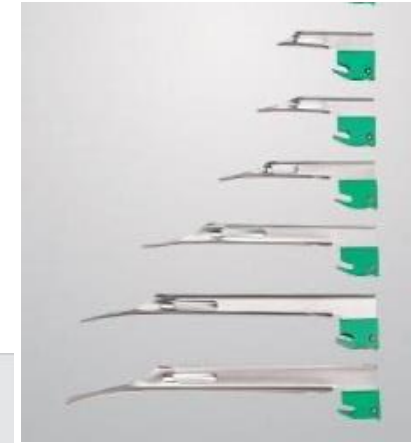
## GreenLight System

Handles – 4 sizes

- All plastic with textured grip

Blades – 3 styles

1. All stainless
  - Miller 00 – 4 (no 1.5)
  - Mac 1-4, 3.5
2. Stainless with green plastic heel
  - Miller 00 – 4 (no 1.5)
  - Mac 1-4, 3.5
3. Glass reinforced nylon
  - Miller 0-3; Mac 2,3,4
  - Can be 'incinerated with no negative by-products'



# VITAL SIGNS - TRADEOFFS

## Strengths:

- Carefusion/Vyaire Rewards Program
- Wide range of blades and handles

## Weaknesses:

### Lighting technology

- Greenline quality vs. IntuBrite Dual LED

### Design:

- All plastic handle, 1 size

Blades -No Miller 000 or Miller 1.5

### How IntuBrite wins: **Lighting system**

- Contract positions
- Quality & feel: Surgical grade stainless steel blade and aluminum handles
- 3 handle sizes, textured metal feels like reusable
- Miller 000 and 1.5 blades for Ped/NICU
- 5 year shelf life

# RECYCLING PROGRAMS

Flexicare, Teleflex and SunMed all offer recycling programs

What we know about them:

- Not all are actually 'recycling' programs
- Flexicare & Teleflex = Removal & disposal programs

Customers frequently comment on a desire to have a 'recycling' program. However:

- Most are not recycling now
- What they really want is to ease their conscience – not be the one to throw it in the trash
- Recycling programs have a price-tag... most not willing to pay for it

# FLEXICARE, TELEFLEX, AND SUNMED OFFER 'RECYCLING' PROGRAMS

The details of the programs varies by region & state due to different requirements for handling medical waste, difficult to precisely define programs

- Teleflex – customer pays ~\$1 per blade+handle combo
  - Actual recycling
  - Collected product is shipped to recycler
  - “Turn into KWH benefit from recycling (feel good statement)”
- SunMed – customer pays for program
  - Reports of both true recycling and Incineration (minimizes landfill waste)
- Flexicare
  - Incinerate; report of how much landfill space you saved
- “You Did Good” Report: All provide customers with a report that translates the volume of product they ‘recycled’ into a tangible benefit
  - KWH of energy generated, landfill space saved, playground equipment made

# PRODUCT BREADTH COMPARISON

IntuBrite product breadth advantages:

- Blade offerings for Pediatrics, NICU
- Handle breadth vs. Flexicare and Teleflex

# REUSABLE COSTS

- Sterilization Process Costs
- Labor for collection & redistribution
- Replacement costs for loss/breakage
- Lost time/inconvenience if delay due to laryngoscope failure

Additionally, there is risk of cross-contamination

- A single Hospital Acquired Infection (HAI) costs HP \$40,000 avg.

# ECONOMICS: REUSABLE VS. DISPOSABLE

**Significant saving opportunity for hospitals when considering actual cost of reusable**

- **Cost per intubation: \$11-13 IntuBrite disposable vs. \$17 – 26 Reusable**
- **Eliminates risk of HAI**



# COST OF REPROCESSING REUSABLE LARYNGOSCOPES

Glendale Adventist Hospital

Glendale, CA

- Reprocessing cost  
\$25.97/intubation
- If 1 HAI: Add'l \$8/intubation

Southeast Health

Cape Girardeau, Missouri

- Reprocessing cost  
\$17.12/intubation
- If 1 HAI: Add'l  
\$10.28/intubation

# RECAP - INTUBRITE DUAL LIGHTING VS COMPETITION

All IntuBrite laryngoscopes utilize a patented, custom blended ultraviolet + white LED light waveform created by two light sources

- In both our Standard and Greenline LED laryngoscopes

## IntuBrite UV/white LED



**IntuBrite Dual LED  
(Standard LED)**  
- Two bulbs in blade



**IntuBrite Greenline  
(FiberOptic LED)**  
- Two bulbs in handle

## Competitors



**Competitive Greenline  
(FiberOptic LED)**  
- Single bulb in handle