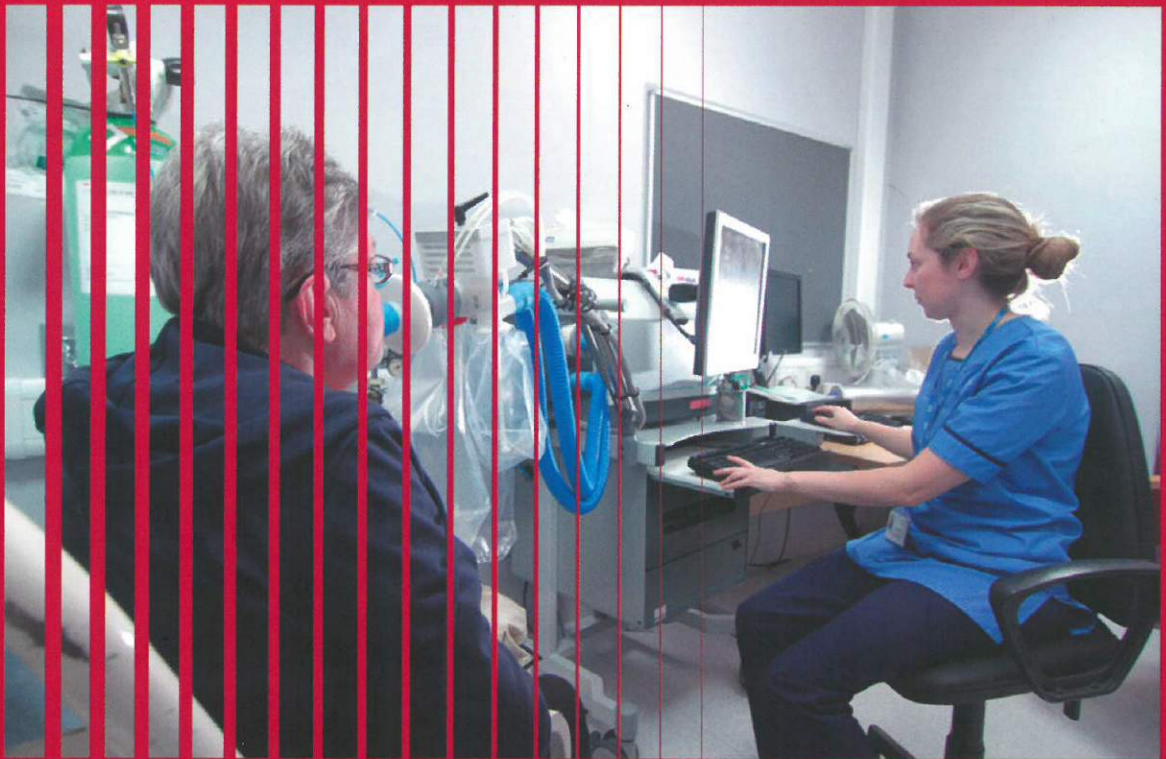
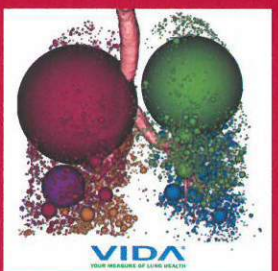


RED

Exhibition Magazine



Respiratory Equipment and Devices Magazine



POINT OF CARE: PRODUCT OF OUTSTANDING INTEREST ARRIVES IN AMSTERDAM

Brendan G. Cooper

Lung Function and Sleep, Queen Elizabeth Hospital Birmingham NHS Foundation Trust, Birmingham, UK

As you read this first edition of RED, you are probably enjoying the 2015 ERS International Congress in Amsterdam. Amsterdam is one of Europe's great cities with a rich history of mankind's endeavour to beat nature (in Amsterdam's case, the sea) and establish a community and culture unique to the whole of Europe. Medical devices are usually also trying to beat nature by helping to manage medical conditions and restore homeostasis and recovery.

For 3 years the POINT sessions have attracted great interest from both clinical members and corporate participants at the ERS International Congress. The session is usually diverse, entertaining and a break from the usual didactic presentations of the main sessions. The finalists will also take part in an interesting and exciting programme of the Product of Outstanding Interest Award for 2015.

All the finalists can be considered "winners", with two diagnostic and two therapeutic devices being selected from this year's nearly 40 entrants to POINT. The selection criteria are shown below, but all nominated devices are not necessarily new to the market but the selection panel has been attracted to their innovation, design or clinical impact. Where possible, we provide reference to peer-reviewed independent publications on the device, but in many cases this is not available, but this is something ERS would encourage all manufacturers to achieve. By working with ERS members and clinically validating their device/equipment, their credibility in the market place and the scientific

content of the ERS International Congress will benefit together.

The ERS has created this award to recognise the importance of innovation in medical device diagnostics and therapeutics in respiratory medicine and to reward those whose efforts have led to such advances. The award is partly aimed at encouraging new innovation and application of current ideas into solving the challenges of modern respiratory healthcare, but also to raise awareness of ERS members to what is new, ground-breaking and important in the respiratory market place.

This year the POINT process started at the ERS Congress in Munich, with manufacturers and Heads of ERS Assemblies and ERS members able to submit products to go forward according to agreed, weighted criteria (table 1) for POINT 2015 nomination procedure. We had nearly 40 nominated products, which were short listed by the POINT panel down to four devices (table 2). At the POINT session, Tuesday September 29, 2015 from 13:15 to 14:30 in room D201-202, the panel will award two prizes, one for a diagnostics and one for a therapeutics device, from the four finalists. It is difficult to decide a winner because all the finalists are winners by virtue of the fact they are in the POINT session but it is also the taking part that matters and as usual there have been many good nominated devices that capture the spirit of the POINT award.

For the eight short-listed devices the procedure for scoring the winners was that same as last year, with six judges scoring in six categories to

Correspondence

Brendan G. Cooper

Lung Function and Sleep (office 2)
University Hospitals Birmingham NHS
Foundation Trust
Queen Elizabeth Hospital Mindelsohn Way
Birmingham B15 2WB
UK

E-mail

brendan.cooper@uhb.nhs.uk

TABLE 1. Guide to scale of criteria

Criteria	Weight Kg	Scale	
		1 (poor)	5 (best)
Ease of use	5	Complex, many button presses	Intuitive, clear
Patient comfort	5	Uncomfortable	Very comfortable
Innovation	3	Old technology	Clever/new technology
Cost effectiveness	3	Over-priced?	Very reasonable
Impact on clinical practice	3	Low impact	High impact
Reduces clinical pathway time?	2	Unlikely	Very likely
Design/style	2	Ugly, bulky, boring	Stylish, small, neat
Environmental	1	Non-recyclable, high-power consumption	Recyclable, low-power consumption

allow for impartiality and no bias. Any judge holding a conflict of interest declared this and withdrew from voting for that item. The selection criteria are shown here.

SELECTION CRITERIA

The four short-listed devices (table 2) show the spread of specialities covered. In promoting innovation, we have tried to see the impact on the whole of modern respiratory medicine and related specialities, but all eight devices are worthy of consideration when delegates are attending the exhibition in Amsterdam. The websites for the devices are also available, so all ERS members can look at their leisure during or after the Congress.

We can now present (in alphabetical order) the top four finalist products and the reasons why they have been chosen.

POINT DIAGNOSTIC FINALISTS, 2015

Apollo® from VIDA Diagnostics

VIDA Diagnostics provide software services to analysis of chest images by computed tomography (CT) and magnetic resonance imaging (MRI). This allows you to focus more on your patient instead of a computer monitor (figure 1).

Cases are sent to VIDA for on-demand analysis and the results and report are returned to you after three

business days. Faster turnaround is available if needed.

There are Analysis Quality Controls and the company is ISO 13485 certified organisation, which follows strict quality controls. Image transfer is secure and safe, either electronically *via* the web or portable media. The option to anonymise cases before transfer is available. Alternatively, Apollo software is installed at your site as a yearly license for your review and interaction of the analysis results.

Smart One from MIR

MIR has been producing turbine spirometers for many years. What is attractive about this concept is the connectivity *via* Bluetooth or

TABLE 2. POINT 2015 devices

Device	Type	Company	Website
Apollo®	Diagnostic	VIDA	www.vidadiagnostics.com/solutions/APOLLO
Pocket Air Tube	Diagnostic	Microbase Technology Corp	www.microbase.com.tw/aerosoltherapy/pocketairtube.html
Sleep Position Trainer (SPT)	Therapeutic	NightBalance	www.nightbalance.com/introduction?lang=en
Smart One	Diagnostic	MIR Medical International Research	www.spirometry.com/ENG/products/smartone.asp

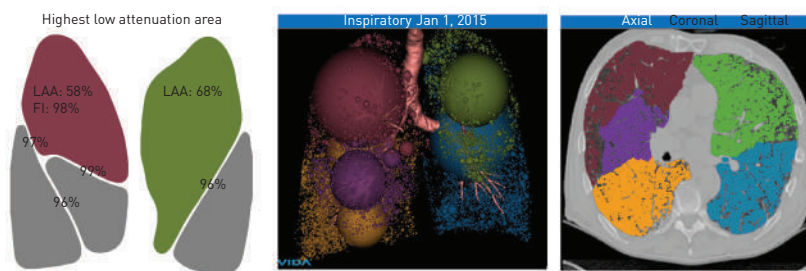


FIGURE 1. Apollo® from VIDA



FIGURE 2. SmartOne from MIR Medical International Research.

Smartphone so that patients can (with some training) learn to use personalised spirometry to monitor their condition or treatments. This device is targeted mainly at lung transplant patients (to detect early signs of rejection), and for monitoring interventions (Asthma, chronic obstructive pulmonary disease, cystic fibrosis) and for use in clinical trials (figure 2). Clearly, this concept for “monitoring” spirometry has its place, but should not be confused with quality diagnostic spirometry.

POINT THERAPEUTIC FINALISTS, 2015

Pocket Air Tube from Microbase Technology Corp

This product (figure 3) is a novel palm sized, single patient use, nebuliser for inhaled aerosol therapy which is capable of producing a fine particle (mass median aerodynamic diameter $<5 \mu\text{m}$), low velocity aerosol that is



FIGURE 3. Pocket Air Tube from Microbase Technology Corp.

optimised for targeted drug delivery and is comparable with conventional nebulisers. Its big advantage is that it is noiseless, has a low residual volume ($<0.1 \text{ mL}$) and it doesn't head or degrade the medications. Furthermore, it can work off a USB port, portable battery pack or through a mains adaptor, so it is very flexible for the patient on the move. The output is around $0.25 \text{ mL}\cdot\text{min}^{-1}$, so a 6 mL fill will take about 24 min to administer. There are no independent peer-reviewed publications for the device available yet.

Sleep Position Trainer from NightBalance

Since we are in Amsterdam, it's good to see a Dutch POINT finalist, NightBalance. Their simple device is designed to overcome the problem of positional obstructive sleep apnoea/hypopnoea syndrome and snoring. The device is made up of a position sensor that determines when the

patient is supine and then gradually and comfortably trains patients using gentle vibrations to not sleep on their back. The SPT (figure 4) is small, it is comfortable to wear and the patented technology ensures tolerable yet effective treatment. It is worn around the chest with an ergonomic strap and continuously measures personal sleep behaviour and on the basis of this information gives a light vibration at necessary times to encourage change of position. There are no independent peer-reviewed publications of the device available yet.

If you are a manufacturer reading this article and are wondering whether one of your products could be a POINT finalist next year, then all you have to do is to send details of your product to your regular ERS contact or another member of the ERS Marketing and Corporate Relations. We are looking for any product that shows innovative flair, a clever use of technology, but ultimately something that makes a large difference to patient's lives by either better diagnostics or a new therapeutic device. These nominations will be judged, short-listed and the finalists produced next year when the ERS International Congress, which is in London.

We look forward to seeing you at this year's POINT session. We have an interesting and entertaining programme with a theme based on “Top Tips” for bringing medical devices to market, taken from advice from previous POINT finalists. We will also be discussing medical devices legislation and what it means for you and your patients in the future.



FIGURE 4. Sleep Position Trainer from NightBalance.