



MICRO-REPORT

*Audie Lewis Consulting, Inc. believes that virtually every arena of the health care market contains a "Best-in-Class" participant that leads the industry in quality, service, life-cycle value, and provider/user fit.*

*Audie Lewis Consulting, Inc. seeks to quantify these attributes and provide independent quality benefit analysis reports that help the entire industry to steer toward purchasing/using these services or products that qualify to be at the top of their market arena.*

Contact Audie Lewis Consulting, Inc. at:  
reports@audielewisconsulting.com

Send written correspondence to:  
11451 Persimmon Court  
Fort Myers, FL 33913

Or visit us on the World-Wide-Web at:  
www.audielewisconsulting.com

THE PRESIDENT'S CORNER...

Jossey-Bass Publishing and the American Hospital Association (AHA) Press are jointly publishing Audie Lewis' newest book on cost cutting and revenue improvement. It is called *Streamlining Health Care Operations: How Lean Logistics Can Transform Health Care Organizations*. (May 2001)

To order call: 800-956-7739  
Fax: 800-605-2665 Price: \$49.95  
ISBN 0787955035  
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**MASIMO CORPORATION LEADS THE WAY WITH SET**

*THE PULSE OXIMETRY MARKET HAS BEEN CHANGED FOREVER WITH THIS SOLUTION.*

If you thought reliable pulse oximetry monitoring was an impossible dream, think again. The Masimo Corporation has done what no other manufacturer before them was able to do, obtain reliable readings during motion and low perfusion.

In essence, the quality and reliability of pulse oximetry technology dramatically changed three + years ago when the Masimo Corporation introduced the use of adaptive filtering technology and parallel processing into the marketplace with the release of their patented Signal Extraction Technology (SET).

Prior to Masimo, non-invasive pulse oximetry monitoring was always considered a useful, but unreliable technology for clinicians because traditional red-over-infrared oximeters could not provide consistent high-quality monitoring of patients, especially during motion or low perfusion.

Further, false alarms and inaccurate readings have plagued the pulse oximetry field for decades and created a clinician/provider climate where alarms were ignored and/or silenced because of the realities of unreliable pulse oximetry monitoring. The Masimo SET solution definitively changes this scenario for providers/users.

Audie Lewis Consulting believes the standard for judging the quality performance of medical technology must start with the patient and provider benefit aspects.

Ultimately, all patient-related technologies should demonstrate at least a comparable benefit to other existing technologies. Likewise, any vendor claim to have exceeded existing industry standards should be met with a through analysis to insure the realities of the technology are separated from the marketing ploys used for and/or against these claims.

To this end, Audie Lewis Consulting staff spent several months researching and validating both the quality of Masimo's technology and how it compared to other pulse oximetry technology available in the marketplace.

Audie Lewis Consulting's research clearly shows a definitive difference in treatment practices and protocols by health care providers using Masimo's new technology. The good news for health care organizations is that this technology is driving down the cost of patient treatment because clinicians order less ancillary tests.

Pulse oximetry readings coming from patient monitoring equipment using Masimo Signal Extraction Technology is reliable and physicians are starting to trust the results and order fewer validating tests/procedures. The SET solution is the only pulse oximetry technology available in the marketplace reliable enough to change physician or provider behavior in this manner.

Likewise, fewer supplies are needed as well. Sensor usage is a critical supply cost driver to pulse oximetry. Audie Lewis Consulting discovered that sensor usage directly correlates to the degree of reliability of the technology used by the providers. For instance, many clinicians will use three or four sensors per patient to try and get a reliable reading. This very common costly practice literally goes away when using the Masimo SET solution.

This Micro-Report summary was extracted from an independent Mark-of-Excellence™ audit/report conducted by Audie Lewis Consulting, Inc.

For a copy of the full report, contact Audie Lewis Consulting or Masimo Corporation at 949-250-9688.