



Newsletter New Year 2004

A New Year – a new EasyOne – a new brochure – your new possibilities

From all of us at ndd a very happy New Year!

Read this you may get a sweet thank you...

Thanks to you ndd had a very exciting 2003 and we enjoy **progress on all** fronts:
The EasyOne has gained much territory, ample visibility and high recognition:

- territory
one by one we have added more countries and if you refer to our homepage you can find our distributor's list at a quite impressive number. Note that number in your memory you will need it afterwards.
- visibility
You can see EasyOne increasingly not only in the applications for which it was originally designed for: doctor's offices. But also in other primary care applications. And what is more exciting yet in many POCT (point of care testing) uses within and outside the hospitals. Refer to the front-page of our new EasyOne brochure and count the application examples that are written there. Add this number to your memory.
- recognition
You have all heard more than once that in the USA where the EasyOne success story began in autumn of 2000 we had an early success with and because of the "top brass" of spirometry. The most recognized names immediately accepted and supported the difference ndd true flow technology makes when it comes to respiratory flow measurement.
We have since introduced EasyOne in many more countries and we are proud to say that in each one and in all of them the top references are equally impressed and immediately excited about ndd TrueFlow technology. There has not been one single failure to convince the experts of EasyOne's usefulness and advantages.
There has not been one evaluation where EasyOne has not won on grounds of specifications, performance and acceptability.

In order to better transfer such success to all parties interested in spirometry; to new potential customers and distributors we have made a new EasyOne brochure. This is only the second one in our short life of just 3 years: add the memorable 3 to your number.

You will find an e-version of the new brochure included as a “.pdf” attachment. Please print it out on an A3 paper, with the double sided print option. Or print the 4 pages and stick them together, depending on your possibilities; and add 4 to your memory.

Now join me! I walk you through the brochure!!
Follow me please !!

Front page:

Point of care

Is a modern buzzword and means that the diagnosis should be made closer to the patient for both: speed and convenience; as well as costs that are saved as a result: Not having the patient sent to the Lab for a screening but having the instrument brought to the patient instead. EasyOne is successfully used by nurses and physicians instead of by expert respiratory professionals in:

- pre-operative situations by anesthetists
- post-operative checks by ICU personnel
- outpatient clinics (COPD, Asthma, Allergy) by nurses and internists

EasyOne allows these non experts in non lab situations to make high grade spirometry tests fully comparable to the lab-results.

bed side monitoring

Is the ultimate in POCT. One carries the EasyOne to the bedside where the patient is:

- in any ward within the hospital
- in homes for home care
- in geriatric homes

doctor's office

it is clear that the current drive especially with COPD awareness campaigns by GOLD and local societies of all kinds is the by far biggest EasyOne opportunity:

- any patient visiting a doctor's office or outpatient clinic for a check-up if over 40 and smoker should be checked for COPD by using a diagnostic spirometer; doing a pre-post bronchodilator application if so indicated.

primary care

in addition to doctor's offices many other sites perform primary care functions:

- outpatient clinics in hospitals
- pharmacies that serve as frontline screening sites
- occupational, school and similar screening programs
- Government and interest groups with their awareness drives

pulmonary function laboratories

are the expert sites for PFT and do have high end sophisticated equipment available; as well as trained operators and expert diagnosis. Nevertheless we have seen that

- they love to have EasyOne as a back up (for quick tests when the big machine is not calibrated and ready to go, when it is down for maintenance etc., at odd hours when the staff is not available)
- use **EasyOne Screen** because it offers now the possibility to do high-end spirometry with ease of use; completely free of maintenance and calibration.
- like to have a reliable portable unit so they can go out of the lab to collect tests rather than have the patients come in.

epidemiological studies

ever since we had the first study in the USA done (Loveland by Dr. Thomas Petty et.al.) EasyOne was stamped to be THE choice. Measuring like a Lab instrument (in this case SensorMedics) with no hassle for maintenance it became the natural choice for many more studies. Culminating to be the instruments of all GOLD programs

- BOLD and
- Platino (Brasil, Uruguay, Chile, Mexico...)

where EasyOne are specified as the instrument to be used. EasyOne - no other one.

- Drug companies like the fact that they can compare results of studies made in different corners of the world with the same reference. EasyOne needs no calibration.

COPD prevalence studies

and COPD marketing studies are the logical applications for EasyOne. In addition to all selection criteria for EasyOne such as

- no influence by humidity, temperature, barometric pressure (no need to bother)
- no sensor, no contamination, no calibration (sensor is not in contact with breath)
- easy to use with user prompts to get high grade results (suitable for self-testing !)
- modem capabilities of EasyOne, even for encrypted data transfer by e-mail

the EasyOne is exclusively and especially suited for the low flow sensitive COPD diagnosis

- with its unique low flow capabilities of better than **4 ml/seconds** (NOTE: the MicroMedical turbine ends at **30 ml/sec** and their self acclaimed "gold standard" by around 20 ml/sec. By the way this "gold standard" has nothing to do with GOLD. MicroMedical is NOT accepted for GOLD and Platino studies. Other resistance sensors are equally limited for low flow performance. They are also not specified for GOLD. Add 4 to your number for 4 ml/sec. In this case less is a lot more!

Easy Mobile

is a general term for ambulant applications and you may leave it up to your fantasy what this could include.

The NASA and MIR programs however are not covered by that term. The ndd equipment applied in these applications are not of the EasyOne type, they are considerably more complex and this mobility is not so easy. But with the same TrueFlow technology. Add 2 for the 2 out of 3 outer space agencies that rely on ndd.

Center fold:

The Easy One picture is of actual size. That helps to get a “general idea”.

The 11 paragraphs that are scattered around the picture (add 11 to your memory) are descriptive and give you the guidelines on how to sell EasyOne. At the same time they give the customer an EasyWay to see the benefits he can get from the features we exclusively have.

Some comments:

TrueFlow

Does really make the difference and will be our brand logo. We will step by step also introduce it by sticking TrueFlow labels on our products and on OEM products applying EasyOne technology.

In due time “nnd TrueFlow” will be for respiratory flow what “intel” is for computers.

Lowest Running costs

This is of course no joke.

- EasyOne spirette is the cleanest and most economical approach for a contamination free high accuracy spirometry; consider that other brands (all other technologies) involve
 - o down time and labor for cleaning and calibration
 - o costs for calibration equipment and re-certification
 - o costs for filters
 - o several and different consumable for stock
- EasyOne spirette M can further reduce the costs as a first compromise
- Cleaning of spirettes is possible (although not nnd recommended). When doing so you have absolutely no costs. That’s arguably the lowest running costs in the industry but should be the last compromise.

EasyOne Screen

Has made the segment of potential target customers for EasyOne so much bigger:

- To PFT labs people EasyOne sometimes gives the “first impression” of being a “black box with red and green lights”. That is of course true and was the specific intention for the success of primary care applications. Important consultants are behind the design of EasyOne and the features are by no means accidental.
- But PFT people are used to see, observe and interpret the life F/V and F/T curves at an instant. EasyOne Screen now closes that gap. EasyOne Screen is a full blown on line real time spirometer that also converts into EasyOne, the best choice for screening etc. The best of 2 worlds in one spirometer.
- PC spirometer users have now the possibility to use EasyOne Screen. Maintenance free use with all aspects of PC spirometry. And at any time they have a stand alone Spirometer, independent of the PC.
- Trainers for EasyOne and trainers for spirometry can use the screen connector and have the operation and working principles on the screen for all attendees clearly visible. To follow each step at the time it is performed.

Back page:

shows the technical data and specifications of the EasyOne.

At the end you will see two paragraphs listing the advantages of ndd versus the relative disadvantages of all other technologies.

Our address with the stamp of the representative in the respective country will tell the potential customer how and where to get more information, a demo or order the EasyOne.

We appreciate the time you have invested in reading and following the explanations. We hope that we have shown you that EasyOne and EasyOne Screen are covering all needs for spirometry and we wish you a very successful year with ndd.

If you are a salesperson we wish you that the brochure helps to get the messages across.

If you are on the receiving end we hope that you agree with what we say and hope that you will spread the word.

Oh yes, send an email with your final number in your memory to Ms. Conny (meier@nnd.ch) and we will send you a sweet thank you; if the number is correct of course.

December 2003

your nnd sales and marketing team