

# Product launch

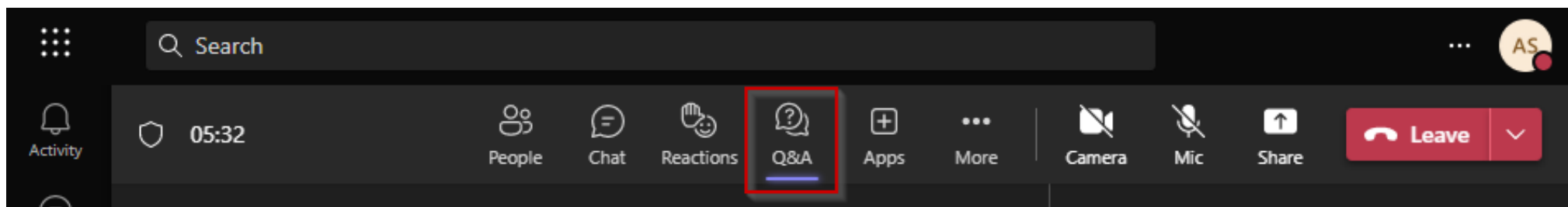
## MESI mTABLET Vitals

Distributor Launch Presentation: **15 October 2024**

Menno Roos

Business Development Manager Vital Signs

# Information on Questions & Answers



Type your questions into the Q&A function from Microsoft Teams and we will answer as many as we can at the end of the Launch presentation and Product Demonstration.

# Agenda

- What are Vitals Signs
- Vital Signs Market
- MESI mTABLET Vitals
- Competition
- Part numbers / Quotations
- Launch Plan
- Product Demonstration
- Q&A



# What are Spot Check Vital Signs?

- Vital signs are an objective measurement of the **essential physiological functions** of a person.
- They have the name "vital" as their measurement and assessment is the critical first step for **any clinical evaluation**.
- This segment does **NOT** include any continuous monitoring!

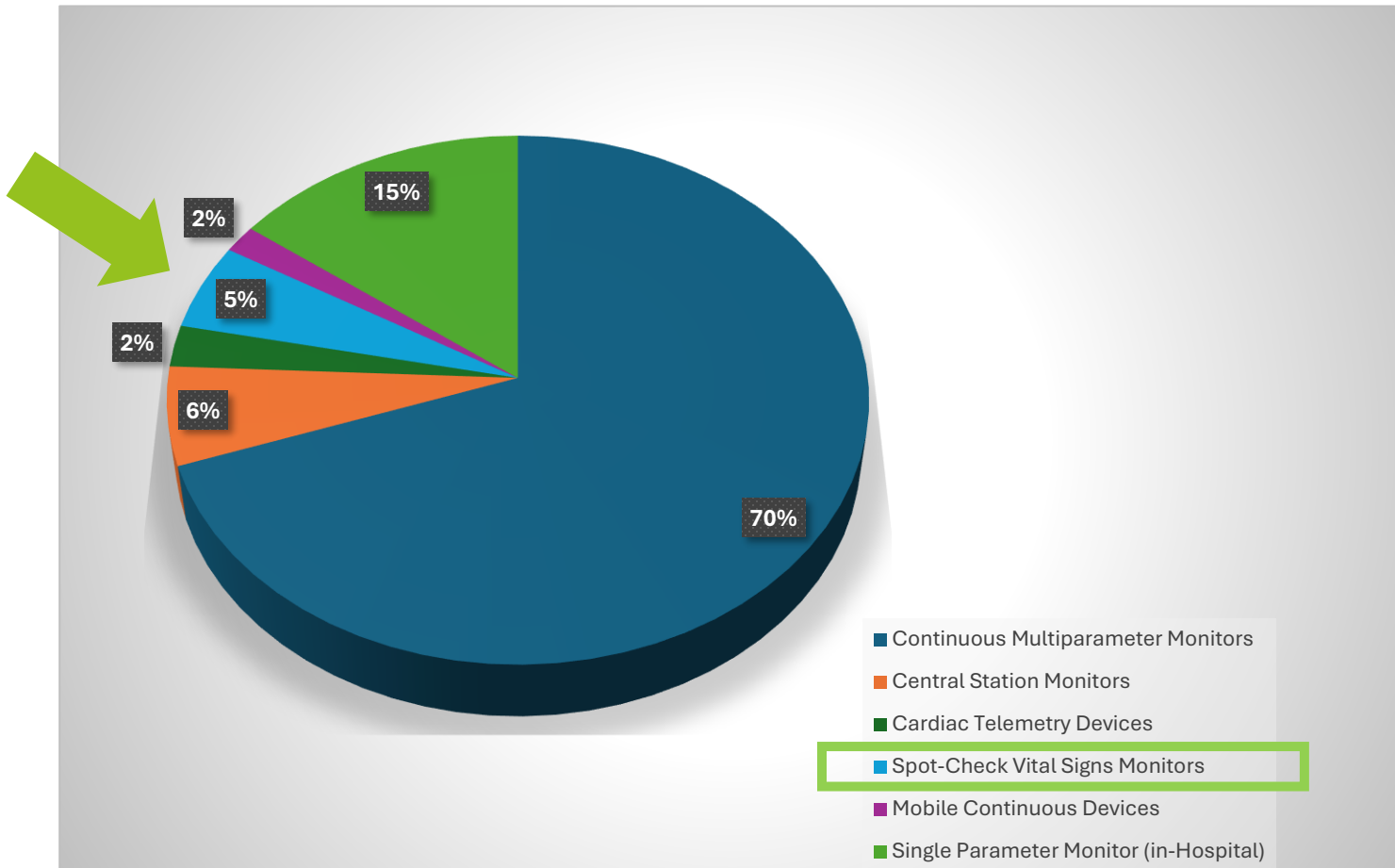


# What are Spot Check Vital Signs?



- Blood pressure
- Temperature
- Pulse oximetry
- Heart rate
- Respiration rate
  
- *Early warning scores*
- *Additional parameters*

# Total Patient Monitoring Market (EMEA)



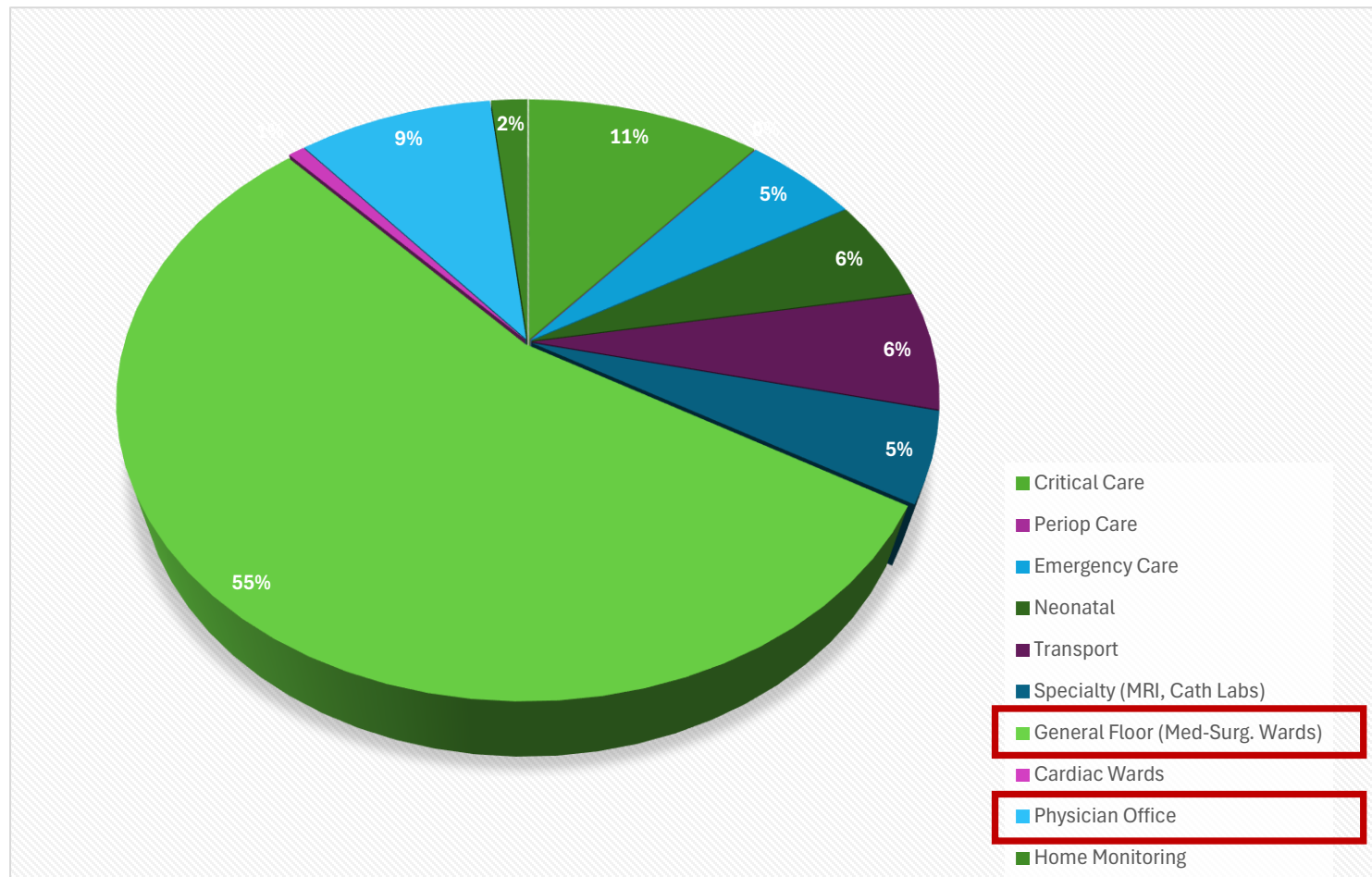
**Total EMEA Market is US\$ 1 Bln**  
(2021 data)

Spot Check Vital Signs Monitors  
is only 5%



**Not a Focus for the large  
Competitors**

# Total Spot Check Vital Signs Market (EMEA)



EMEA Annual DEVICE Sales revenue is appr. **US\$ 52 Mln.**

**Appr. 35.000 Devices Annually**

This excludes all accessories like stands, scanners, holders, sensors Service, etc.

**Actual Market size in EMEA:  
=> US\$ 100 Mln**

**Canada / AUS: US\$ 55 Mln**

# Spot Check Vital Signs

## Spot Check Vital Signs are measured with:

- Manual devices (sphygmomanometer)
- Single Parameter digital devices (BP, SpO2, Temperature)
- Observations (Respiratory Rate, ACVPU)
- Multiparameter Vital Signs Monitors





# Spot Check Vital Signs Documentation Workflows



**Write on paper and  
enter on PC / Tablet**

**70 – 75% of the market**



**Type directly into  
Patient Record (COW)**



**Send directly into  
Patient Record**

**25 – 30% of  
the market**

# MESI mTABLET Vitals: What do we offer?

- **3 parameters** measured at the same time:
  - BP, SpO2 & Temperature
- **Wireless** Diagnostic modules
- **2 thermometers in 1**
- Connected with the **MESI mTABLET**, stored into **MESI mRECORDS** and optionally connected to your EMR.
- **EUMDR** Certified
- Manufactured **in Europe**
- **Robust** MESI designed system with **3-year Warranty**

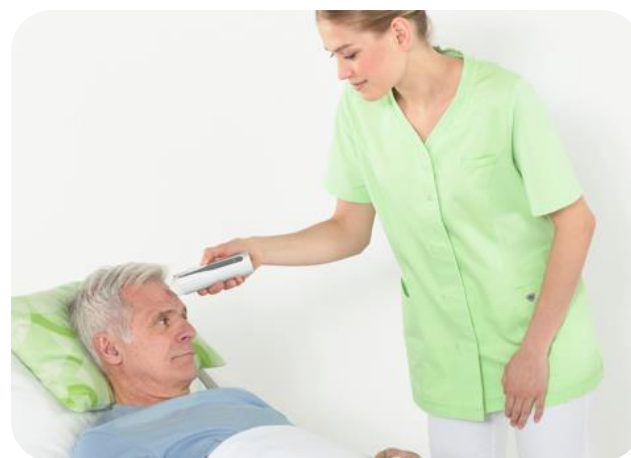


# MESI mTABLET Vitals

## Intelligent Spot Check Vital Signs EcoSystem

### Wireless Spot Check Vital Signs Device:

- Improved Workflow for clinicians
- No Clutter with cables, Easy to clean
- Simple to combine with other MESI Parameters like ECG, Spiro, ABI or TBI
- Easy to configure for any department



# MESI mTABLET Vitals

## Intelligent Spot Check Vital Signs EcoSystem

### Connected:

- Improve Audit trails with Clinician authentication
- Improve Patient Safety with Patient Authentication
- Reduce documentation time, transcription errors and delayed actions with immediate transmission to your EMR



# MESI mTABLET Vitals

## Intelligent Spot Check Vital Signs EcoSystem

### 2 Thermometers in 1:

- Fast non-contact Forehead / Further benefit: no probe covers (cost and environment benefit)
- Contact Thermometer for back-up (oral, axillary or rectal)

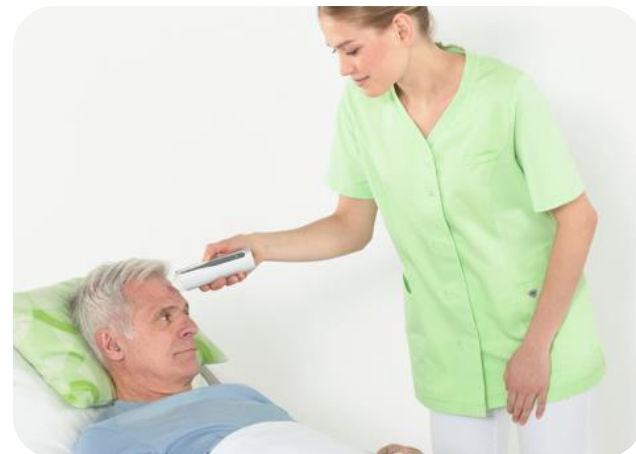


# MESI mTABLET Vitals

## Intelligent Spot Check Vital Signs EcoSystem

### And more:

- Patient History Available on mTABLET– Easy to detect patient deterioration early
- mRECORDS: Measurements Immediate available for review by others
- NEWS2 S1 Early Warning Score for standardized Patient Assessment (optional)
- Manual Parameter: RR, Pain, ACVPU for complete Patient Assessment
- Camera for documentation, ProtocolApp for standardized workflow, Single Connectivity Interface



# NEWS2 S1 Early Warning Score

The purpose of the NEWS2 Early Warning Score is to identify patient deterioration as early as possible and provides guidelines for further 'monitoring'.

The UK is one of the leading countries with this Early Warning Score and many other countries are following.

It provides a standardized response for all patient independent by which clinician the measurements have been taken.

NEWS2 S1 is an option on the MESI mTABLET Vitals and can be activated in the User Settings!

NEWS score	Frequency of monitoring	Clinical response
0	Minimum 12 hourly	<ul style="list-style-type: none"><li>Continue routine NEWS monitoring</li></ul>
Total 1-4	Minimum 4-6 hourly	<ul style="list-style-type: none"><li>Inform registered nurse, who must assess the patient</li><li>Registered nurse decides whether increased frequency of monitoring and/or escalation of care is required</li></ul>
3 in single parameter	Minimum 1 hourly	<ul style="list-style-type: none"><li>Registered nurse to inform medical team caring for the patient, who will review and decide whether escalation of care is necessary</li></ul>
Total 5 or more Urgent response threshold	Minimum 1 hourly	<ul style="list-style-type: none"><li>Registered nurse to immediately inform the medical team caring for the patient</li><li>Registered nurse to request urgent assessment by a clinician or team with core competencies in the care of acutely ill patients</li><li>Provide clinical care in an environment with monitoring facilities</li></ul>
Total 7 or more Emergency response threshold	Continuous monitoring of vital signs	<ul style="list-style-type: none"><li>Registered nurse to immediately inform the medical team caring for the patient – this should be at least at specialist registrar level</li><li>Emergency assessment by a team with critical care competencies, including practitioner(s) with advanced airway management skills</li><li>Consider transfer of care to a level 2 or 3 clinical care facility, ie higher-dependency unit or ICU</li><li>Clinical care in an environment with monitoring facilities</li></ul>

# MESI mTABLET Vitals: Recording Screen

## New order following standard workflow

- NIBP
- SpO2 & HR
- Temperature
- Respiratory Rate
- ACVPU
- Pain Scale (not part of the NEWS2 score)





# MESI mTABLET Vitals: Recording Screen

## New order following standard workflow

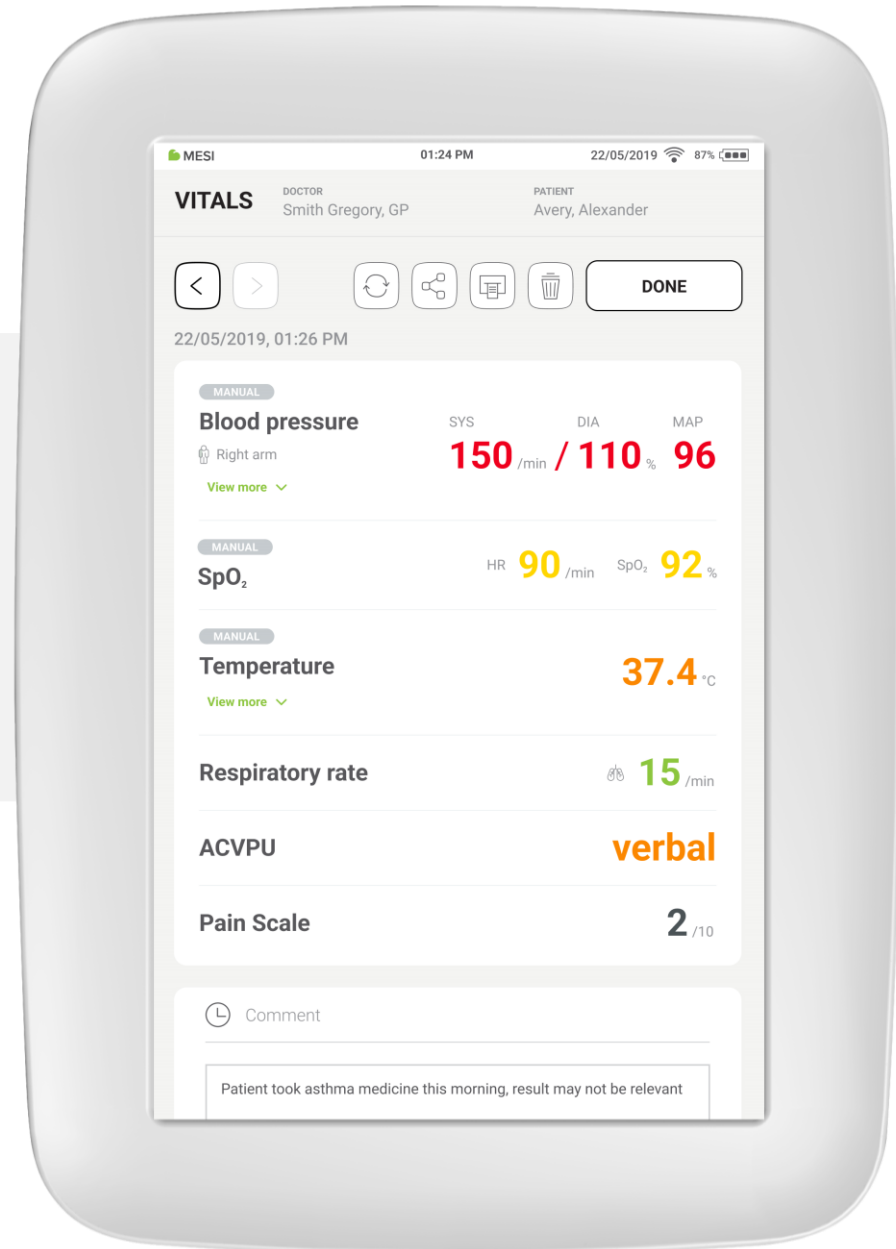
- NIBP, SpO2 and HR measured
- Temp: Measured or manually entered
- Respiratory Rate:
  - Manually entered
  - Use 15 sec Timer (enter multiples of 4)
- ACVPU and Pain Observed and entered
- Once you press SAVE the record is stored



# MESI mTABLET Vitals: Review Screens

## Without NEWS2 S1

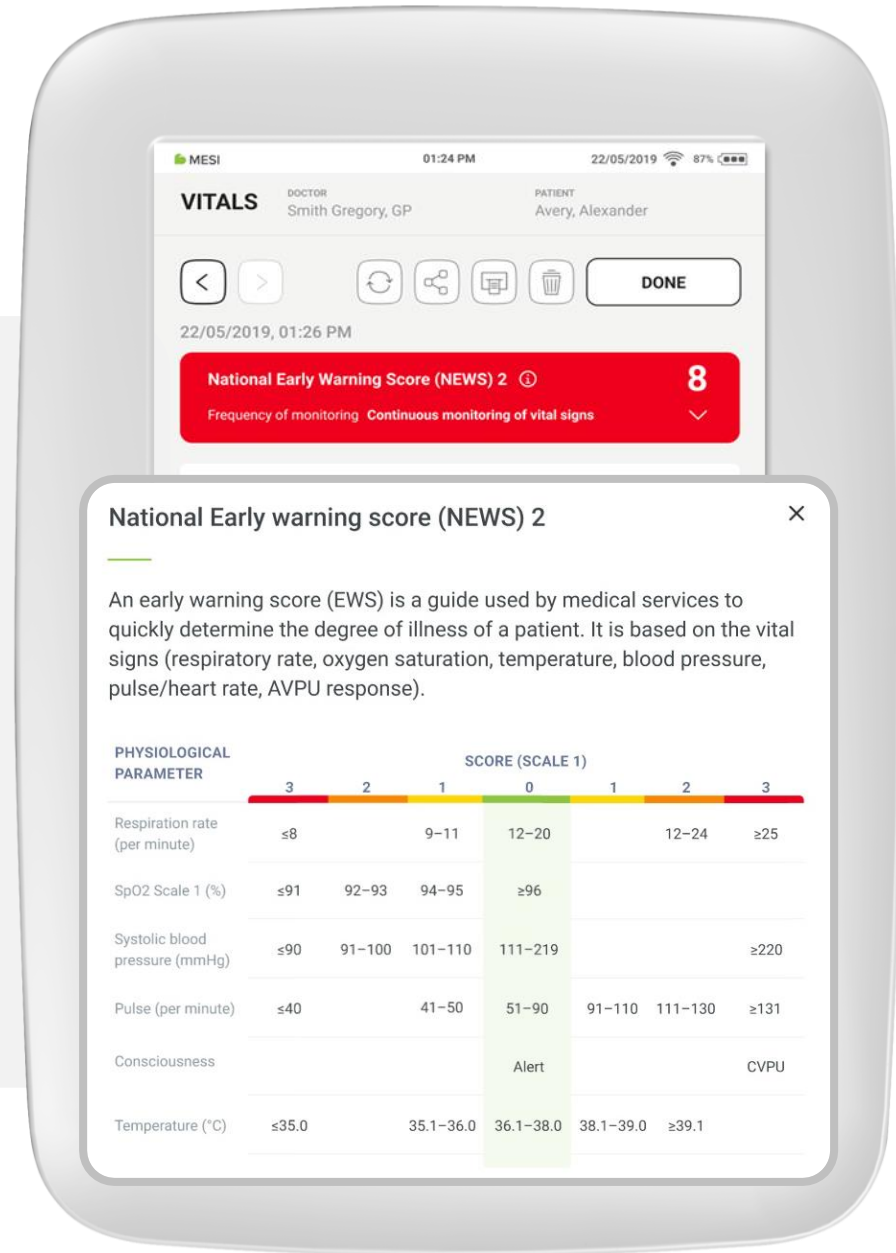
- NEWS2 S1 can be set ON or Off in user Settings
- Automatic color coding based on Industry Guidelines
- Trend graphs available for user to see (Bp, SpO2 and Temp) – Patient History



# MESI mTABLET Vitals: Review Screens

## With NEWS2 S1

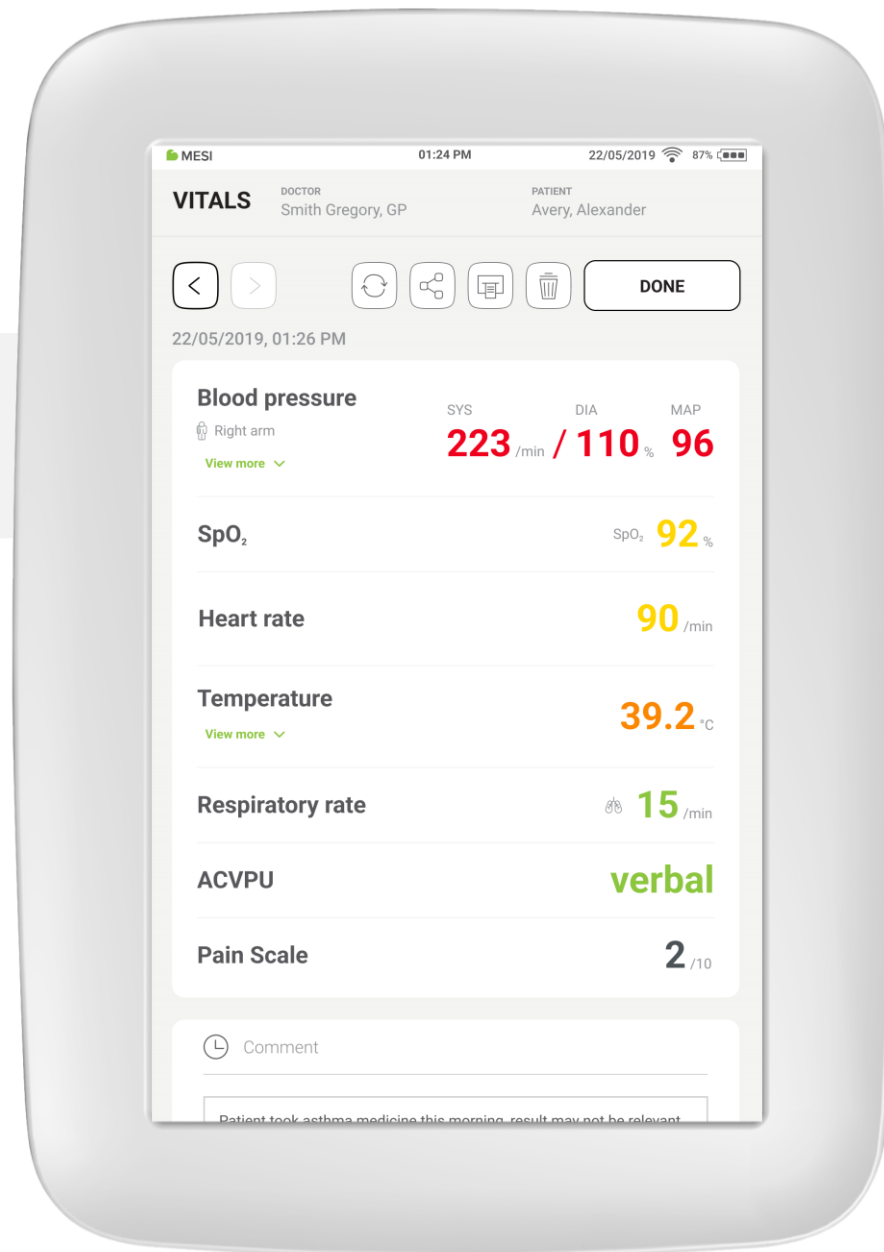
- Automatic color coding based on NEWS2 Score
- Show NEWS2 Aggregate score with required response
  - Here expanded view but normally it shows short view
  - These are the standard NEWS2 response (in the future will be editable by the user)
- Trend graphs available for user to see (NIBP, SpO2 and Temp)



# MESI mTABLET Vitals: Patient Archive

## Without NEWS2 S1

- Automatic color coding to MESI / Industry Thresholds



# MESI mTABLET Vitals: MESI mRECORDS

## With NEWS2 S1

- Automatic color coding according to the NEWS2 Thresholds.

The screenshot displays the MESI mRECORDS interface for a patient named Hana Bolana. At the top, it shows the doctor's name, Smith Gregory, and the patient's name and age. A red banner at the top right indicates the National Early Warning Score (NEWS) 2 is 8, with a frequency of monitoring set to 'Continuous monitoring of vital signs'. Below this, various vital signs are listed with their current values and corresponding NEWS2 scores in colored boxes: Blood pressure (223/110/96, score 3), SpO2 (95%, score 1), Heart rate (90/min, score 1), Temperature (39.2°C, score 2), Respiratory rate (15/min, score 0), ACVPU (verbal, score 1), and Pain Scale (2/10). A comment box at the bottom contains the text: 'Patient took asthma medicine this morning, result may not be relevant'.

# Why are Customers interested in the MESI Vitals solution?

- **MESI mTABLET is different** and has new functionalities that are currently not available in the market
  - Vitals system with Wireless Measurement Modules
  - 2 in 1 Thermometer option (Wireless)
  - The System is completely Modular
  - Add diagnostic Modules (ECG, Spiro, ABI, etc.)
  - Integrated Camera for documentation.
  - Protocol app for standardized assessment / Decision making support



# The MESI mTABLET Vitals vs Competition

	MESI mTABLET Vitals	Spot Check Vital Signs devices
<b>Parameters</b>	BP, SpO2, Temp	BP, SpO2, Temp (RR)
<b>Monitoring Modes</b>	Spot Check	Spot Check, Interval (Cont's)
<b>Wireless Modules</b>	Yes	No
<b>Patient Types</b>	Adult, Pediatric from 12 year	Adult, Pediatric, (Neonatal)
<b>Fast BP</b>	No	Yes / No
<b>SpO2</b>	MESI	Nellcor, Masimo, own Brand
<b>Temp`</b>	2 in 1 (Non-Contact & Contact)	Single (Ear, Contact, Non-Contact)
<b>Additional Modules</b>	ECG (12 lead), ABI, TBI, Spiro, Apps	ECG (3 lead), EtCO2, RR
<b>Decision Support Tools</b>	Patient History and Clinical Guidelines	In some cases, Patient History
<b>Manufactured</b>	Europe	US / Asia
<b>Warranty</b>	3 Years	2 Years

# The MESI mTABLET Vitals vs Competition



## Baxter CSM & Spot4400

Welch Allyn Product, Market leader, Largest installed base, connected flexibility, User friendly UI, Very slow development cycle (Bxt)

32.9%



## Mindray VS8 & VS9

Fast taking share in the market, with fast development and low pricing to take share fast. (also developed new IR (ear) thermometer).

14.0%



## Philips VS-30

Well established, Capitalize on standardized supplier together with high-end monitoring.  
Low focus by direct sales teams

21.2%



New Device



## GE Portrait VSM

Not very well seen on the market but having share in 'GE' Hospitals.  
Low focus by direct sales teams

11.6%



For these corporations, the Spot Check Vital Signs Market is **not a focus market**



# Blood Pressure accessories

## Tubeless Cuff Set Medium or Large



Tubeless cuff set - BP - Large 301-003034  
Tubeless cuff set - BP - Medium 301-003033

# SpO2 accessories

## SoftTip Sensors

Small, Medium and Large



## Fingerclip sensor



FingerClip sensor	500-000714
EarClip sensor	500-000716
SoftTip® Small	500-000717
SoftTip® Medium	500-000718
SoftTip® Large	500-000719
Wrap-Sensor	500-000720
Y-Sensor	500-000721

# Thermometer accessories

## Replacement Contact Thermometer



## Contact Thermometer Protective Shields

Available per 10 boxes (of each 100 units)



MESI mTABLET Contact Probe (Replacement)

300-000401

Disposable contact probe shields (10 packs of 100 pcs)

300-000404

# MESI mTABLET Vitals: Vitals Part numbers

## Vitals

Internal Reference	Model	Category	Description
301-004500	MTABSYSVITALS	System	MESI mTABLET Vitals
01-004503	VITALSSYSCS4	Extension	MESI mTABLET Vitals Extension
MTABAPPVITALS		Application	Application Vitals
		Application	Application BP + SpO2 + Temp



### MESI mTABLET Vitals Includes:

- MESI mTABLET
- CS4
- BP module (left & right cuff – M)
- SpO2 Module with sensor
- Thermometer Module with 1 pack covers (100 pieces)
- Vitals App

 BP, SpO2 and Temp Apps special offer available for Vitals customer at time of sale.

# MESI mTABLET Vitals: Thermometer Part numbers

## Thermometer

Internal Reference	Model	Category	Description
301-004400	THERMOSYS	Module	MESI Thermometer
301-004402	THERMOSYSCS4	Extension	MESI Thermometer + CS4
300-000401		Accessories	MESI mTABLET CONTACT PROBE (Replacement)
300-000404		Accessories	Disposable contact probe shields (10 packs of 100 pcs)

### MESI Thermometer Module includes:

- Non-Contact Forehead Thermometer
- Contact Thermometer
- Thermometer Module with 1 pack covers (100 pieces)
- Thermometer App

# MESI mTABLET Vitals: Configuration Example 1

## New Vitals System

- **301-004500 MTABSYSVITALS System MESI mTABLET Vitals**
  - MESI mTABLET
  - CS4
  - BP module (left & right cuff – M)
  - SpO2 Module with sensor
  - Thermometer Module with 1 pack covers (100 pieces)
  - Vitals App

### Optional:

- BP + SpO2 + Temp Apps
- 301-003034 Tubeless cuff set - BP – Large
- 500-000718 SpO2 Sensor: SoftTip® Medium
- 300-000401 MESI mTABLET Contact probe (Replacement)
- 300-000404 Disposable Contact probe shields (10 packs of 100 pcs)

# MESI mTABLET Vitals: Configuration Example 2

## Customer with MESI mTABLET ECG

- **01-004503 VITALSSYSCS4 MESI mTABLET Vitals Extension**
  - CS4
  - BP module (left & right cuff – M)
  - SpO2 Module with sensor
  - Thermometer Module with 1 pack covers (100 pieces)
  - Vitals App

### Optional:

- BP + SpO2 + Temp Apps
- 301-003034 Tubeless cuff set - BP – Large
- 500-000718 SpO2 Sensor: SoftTip® Medium
- 300-000401 MESI mTABLET Contact probe (Replacement)
- 300-000404 Disposable Contact probe shields (10 packs of 100 pcs)

# MESI mTABLET Vitals: Configuration Example 3

## Customer with MESI mTABLET with Bp and SpO2 Modules

- **MTABAPPVITALS: Vitals Application**
  - Vitals App
- **301-004400 THERMOSYS MESI Thermometer Module**
  - Non-Contact Forehead Thermometer
  - Contact Thermometer
  - Thermometer Module with 1 pack covers (100 pieces)
  - Thermometer App

### Optional:

- 300-000401                      MESI mTABLET Contact probe (Replacement)
- 300-000404                      Disposable Contact probe shields (10 packs of 100 pcs)



# MESI mTABLET Vitals: **Launch plan**

**Launch Webinar:** External: 15/10/2024

**Updates Website:** New Measurement: Vitals & Temp  
All other sections Updated  
Configurator and Partner Portal

**Marcom:** 2 Pager: Vitals & Temp  
Updated Catalogues

**PR & Social Media:** Press Release / Social Media Campaign



# MESI mTABLET Vitals: Website Update



## HOME

### AREAS OF USE

- Doctor's practice
- Clinics & hospitals
- Assisted care

## MEASUREMENTS

- 12-lead ECG
- Ankle-Brachial Index
- Toe-Brachial Index
- Blood pressure
- Pulse oximetry
- Primary Spirometry
- Quick Spirometry
- Advanced Spirometry
- Averaging blood pressure
- Dual blood pressure
- Averaging dual blood pressure
- 6-minute walk test
- Pulse wave velocity
- Thermometer
- Vitals**

## FEATURES & UPGRADES

- EHR integrations
- Setup options
- Health Assessment Protocol
- SCORE2
- Patient Worklist

## Vitals Landing Page

MESI mTABLET Vitals  
Intelligent spot check  
vital signs ecosystem



Simultaneously measure key vital parameters and save them automatically on one device, with easy connectivity to your EHR or HIS.

## MESI mTABLET Vitals: **Launch plan continued**

### **Exhibition:**

Medica: Nov 2024, Arab Health: Jan 2025

### **Roadshow:**

Visit Top 10 countries: Invite potential customers  
Select 1 Hospital: create into a Reference

### **Presentations:**

MESI Academy Presentation  
Launch Presentation  
Customer Presentation

### **Videos:**

Sales, Training, Maintenance, Support videos created

## MESI mTABLET Vitals: **What is next?**

**Demo Devices:** The new Thermometers will be available in the week of October 21

**Software Release:** October 21

**Official Launch:** Monday October 21

***Use the launch of the MESI mTABLET Vitals to connect with ALL of your existing customers. Inform them of this new module to extend their existing device to provide additional diagnostic services to their patients***

## MESI mTABLET Vitals: **Thermometer / Vitals Production**

**Estimate Product Availability for 2024 Q4:            300 Thermometer units**

### **Divided into:**

- 100 MESI mTABLET Vitals Systems
- 100 MESI mTABLET Extensions
- 100 MESI mTABLET Thermometer Extensions

### **Distributor Offer:**

- **Purchase:**                    **4 Vitals Systems and 4 Vitals Extensions**
- **Get:**                            **1 Vitals Extension FOC**

# Product Presentation

# MESI mTABLET Vitals

**THANK YOU!**

Any questions?