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Masimo Brings High Technology Medical Equipment to India

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Masimo, the inventor of breakthrough noninvasive patient monitoring technologies, today announced the opening of offices across India to meet the health demands of the burgeoning Indian market. Masimo have steadily increased in the last five years, has technology license and OEM agreements with leading patient monitoring manufacturers spanning the globe, including Atom, Datascope, GE Medical, Medtronic, Philips, Spacelabs, and Zoll.

"We have found that India is an important market for several reasons - the most important is that the penetration of high technology devices is very low, a factor that could lead to thousands of avoidable instances of death and illness. As a leader in noninvasive patient monitoring, including measure through motion and low perfusion pulse oximetry, Masimo's technologies will be able to make a significant impact to improve patient safety and outcomes," said Mr Jon Coleman, President, Masimo Worldwide Sales, Professional Services and Medical Affairs.

Masimo is working with India's top medical and nursing practitioners to raise greater awareness of the clinical and cost challenges that Masimo's innovative technologies can solve. Masimo SET Measure-through Motion and Low Perfusion pulse oximetry. Compared to other pulse oximeters during patient motion and low perfusion, Masimo SET provides measurements when other pulse oximeters cannot, dramatically reduces false alarms (specificity), and accurately detects true alarms (sensitivity) that can indicate a deteriorating patient.

Most importantly, Masimo SET pulse oximetry has been shown to improve patient outcomes by helping clinicians reduce retinopathy of prematurity (ROP) in neonates, screen newborns for critical congenital heart disease (CCHD), reduce ventilator weaning time and arterial blood gas measurements in the ICU,and save lives and costs while reducing rapid response activations and intensive care unit transfers on the general floor.
Local response from the clinical community has been overwhelming. "I've been using Masimo technology for the last three years or so and am very happy to hear about Masimo's commitment to the region," said Dr Anil Karlekar, executive director and head of anesthesiology and critical care at Fortis Escorts Heart Institute in New Delhi. "I look forward to closer collaboration with the Masimo India team."

Root, a powerful new patient monitoring and connectivity platform that integrates breakthrough rainbow and SET measurements with multiple additional parameters-including SedLine brain function monitoring and Phasein capnography and gas monitoring. Root includes a dock for the Radical handheld Pulse CO-Oximeter and acoustic respiration rate monitor, an instantly interpretable display, and multiple networking/connectivity options.

Root integrates multiple streams of data and simplifies patient care workflows, empowering caregivers to help make quicker patient assessments, earlier interventions, and better clinical decisions; and Ã¢â?¬Â¢Masimo Patient SafetyNet, a remote monitoring and clinician notification system clinically shown to keep patients safer by enabling remote continuous monitoring of the patient's physiology, including oxygenation and pulse rate, which has led to saved lives, reductions in rapid response activations and transfers to intensive care units.

"I'm glad to learn that Masimo has arrived in India through its own sales and clinical team," added Dr. Kartik Nagesh, head of neonatology at Manipal Hospital in Bangalore. "We have been using Masimo technology in our NICU for some years and now with a local presence we are more confident about our ability to improve quality of care to our neonatal patients."

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