

**Investment Brief for
Laryngoscope-Endoscope**

**NSW
AREA HEALTH
SERVICES**

Office of Commercialisation

For further information under a Confidential Disclosure Agreement, please contact the following OoC team member in Australia

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3. Laryngoscope-Endoscope

Summary

This technology offers a disposable and renewable laryngoscope-endoscope with unmatched light intensity, uniformity and distribution. It provides a unique ergonomically superior disposable oral-insert with unique power-handle and unmatched battery life. This technology revolutionizes an area which has not advanced in recent years.

Professor Peter Klineberg, Network Director Anaesthesia & Perioperative Medicine has developed the technology in conjunction with Techmin Pty Ltd, an Australian medical device company. Techmin are a fully compliant manufacturer of medical devices with an excellent reputation.

The first 1000 fully developed units are being made by Techmin for the purposes of formal clinical trials at Westmead Hospital. A number of prototypes have been developed as part of the development phase of this project.

Market

In Australia the estimated market size is 80,000 units per year. Assuming similar patient management practices world-wide in developed countries, this equates to approximately 31.5 million intubations per year. A 10% market share is initially expected, equating to 3 million units per year. Although laryngoscopes are in standard use in hospitals across the world, there is a ground swell of demand for disposable laryngoscopes with improved visibility and utility.

Benefits

It is a disposable single use device resulting in better infection control in hospitals and improved safety for patients and anaesthetists. Other benefits include:

- Better visibility from higher intensity, better-distributed light.
- Better intubation-blade profile which minimizes dental trauma.
- Cheaper by one-third (disposable portion) by comparison to another Australian disposable that has just entered the market. Australian-made by an Australian owned SME.

Instrumented handle allows simpler on-off activation, has vastly superior battery life and can double as a 'quick-assessment' torch.

Costing

The Marketing Plan from Techmin details that the disposable blades will be sold ex-factory and through distributors. Chargers and handles will be sold via distributors and may be regarded by hospitals as a capital item in which case, price discounting (even below cost) can be considered to initially improve uptake.



More information at: www.west-tech.com.au or www.techmin.com.au

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