



aScope® Value Program™

Supporting Hospital Partners
with a Comprehensive Value
Program and a Clear Vision
for the Future of Endoscopy

Ambu 
Ideas that work for life

Tried & Tested

100% OF THE 20 TOP MEDICAL CENTERS IN THE U.S. USE ASCOPE.*

We launched the single-use Ambu aScope in 2010, with a mission to transform endoscopy.

The aScope is now in its fourth generation and we are developing innovative single-use devices across all flexible endoscopy areas.

EXTENSIVE CLINICAL EVIDENCE

There is mounting proof that even the most rigorous reprocessing of a reusable endoscope won't remove all contaminants.

By comparison, the single-use aScope is sterile straight from the pack, and offers a higher level of patient safety and requires no reprocessing.

Ambu aScope has been proven in more than 50 published clinical studies.

→ Explore the research: AmbuUSA.com/clinical-evidence

*Top 20 medical centers as reported by US News & World Report.



More than **50** Published
Clinical Studies, as of June 2020.

AmbuUSA.com

Clinical Training & Support

COMPREHENSIVE TRAINING PROGRAM

During the first year of implementation, your staff will receive free coaching and training valued at up to \$10,000.

Our on-site training ensures that everyone on your clinical team is trained to use the aScope.

We provide:

- Hands-on Training
- Educational Videos
- Training Manuals
- Checklists & Much More

All our trainers are experienced clinicians, so they understand the challenges healthcare professionals face.

ONGOING STAFF SUPPORT

Your staff can contact their trainer whenever they need help. We'll run additional classes anytime to refresh skills, train new hires or provide specialized coaching.

Carla Kleinbeck BA, RRT
Clinical Training Team Lead



“
You get to know us during the initial training. After that, you can call anytime you have questions. Whatever your clinicians need, we're here to help.”

Budget Impact Transparency

What drives your endoscopy costs? Our health economics team can help you answer that question and bring transparency to the financial impact of adopting single-use devices.

Budget Impact Summary 



 aScope Broncho will save you \$ _____ per procedure.

Reusable Bronchoscope	aScope Broncho
TOTAL COST PER USE: _____	TOTAL COST PER USE: _____
Equipment: _____	Equipment: _____
Repair: _____	Repair: ELIMINATED
Reprocessing: _____	Reprocessing: ELIMINATED
Cross-Contamination: _____	Cross-Contamination: ELIMINATED

and paid for this device. Ambu, USA, Inc. does not warrant the value of the device.

COMMITTED USE PROGRAM

This program eliminates your capital investments by providing monitors with no upfront costs to qualifying hospitals.

BUDGET IMPACT ANALYSIS REPORT

Valued at up to \$20,000

We'll show you the financial impact of staying with reusable endoscopes as well as the benefits of adopting Ambu's disposable endoscopes.

Your report will detail everything you need to make the best purchasing decision. It will include comparative information for your:



Capital
Investment



Reprocessing
Expenses



Cross-Contamination
Risk Assessment



Frequency
of Use



Repair & Service
Agreements



Cost of Adverse
Outcomes

→ Contact your sales representative to get your budget impact analysis from our health economics team.

Partner with the Market Leader in Single-Use Endoscopy

Hospitals are under increasing pressure to become more efficient and reduce costs. Investments must be scrutinized and proven to provide value while achieving desired patient outcomes.

That is why we offer our hospital partners a comprehensive suite of valuable support services at no cost to you.

The aScope Value Program™ gives you access to:



Clinical
Evidence



Clinical
Training



Budget
Analysis



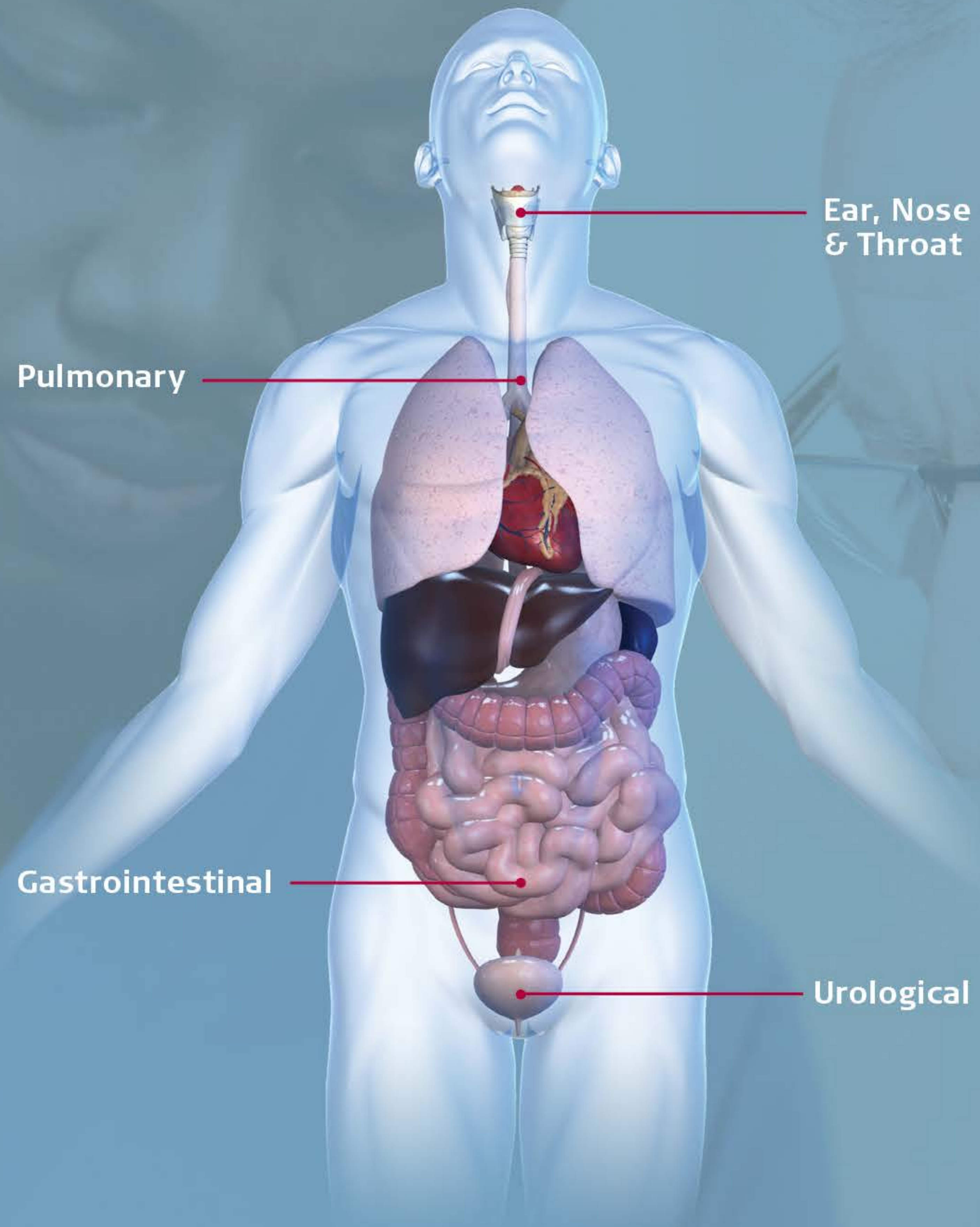
Innovative
Products



More than **2,500** US hospitals rely
on the Ambu® aScope™ for pulmonary
endoscopies.

Vision for the Future

In 2010, we launched the world's first single-use flexible endoscope to U.S. hospitals. In the future we will offer hospitals single-use devices across all areas.



→ Read the studies at [AmbuUSA.com/clinical-evidence](https://www.ambuusa.com/clinical-evidence)

INNOVATIVE SOLUTIONS BY AMBU

2010 aScope World's 1st disposable airway endoscope	2011 aScope 2 Optimized for intubating	2013 aScope 3 Designed for bedside bronchoscopy VivaSight-SL 1st single lumen endotracheal tube with an integrated camera	2016 VivaSight-DL 1st double lumen tube with an integrated camera	2018 aScope 4 Broncho Optimized for bedside bronchoscopy	2019 aScope 4 Rhinolaryngo Disposable Rhinolaryngoscope	2020 aScope 4 Cysto Urology aScope Duodeno ERCP Procedure
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Ambu Inc.

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Rx ONLY