

# aScope® Value Program™

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

# Tried & Tested

18 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 the latest model (aScope 4 Broncho) is available in three sizes.

## EXTENSIVE CLINICAL EVIDENCE

There is mounting proof that even the most rigorous reprocessing of a reusable bronchoscope 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 76 published clinical studies.

→ Explore the research: [Ambu.com/Clinical-Studies/Ambu-aScope](http://Ambu.com/Clinical-Studies/Ambu-aScope)

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



More than **76** Published  
Clinical Studies, as of February 2017.

# 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
- ✧ Training Manuals
- ✧ Educational Videos
- ✧ 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 Specialist  
Team Lead, Ambu



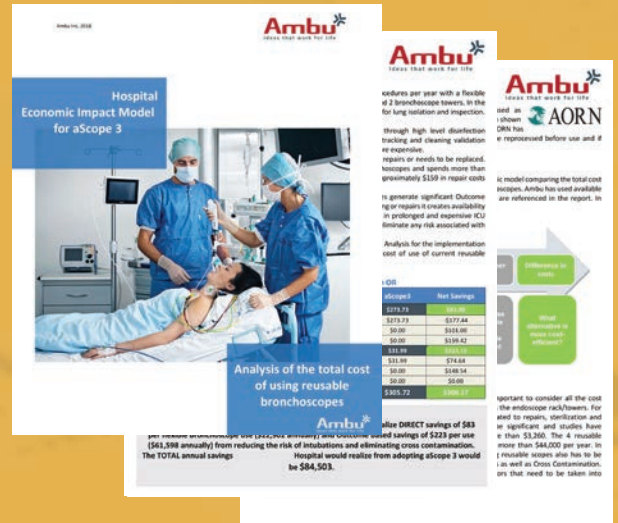
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*You get to know us during the initial training. After that, you can call anytime you have questions. Whatever your clinicians need, we're here to help.*

# Budget Impact Transparency

What drives your endoscopy costs?

Our team of health economists can help you answer that question, and can create transparency of the financial impact from adopting single-use bronchoscopy.



## 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

→ Estimate your savings with aScope at [aScope.AmbuUSA.com/Estimate-Your-Saving](https://aScope.AmbuUSA.com/Estimate-Your-Saving)

# 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



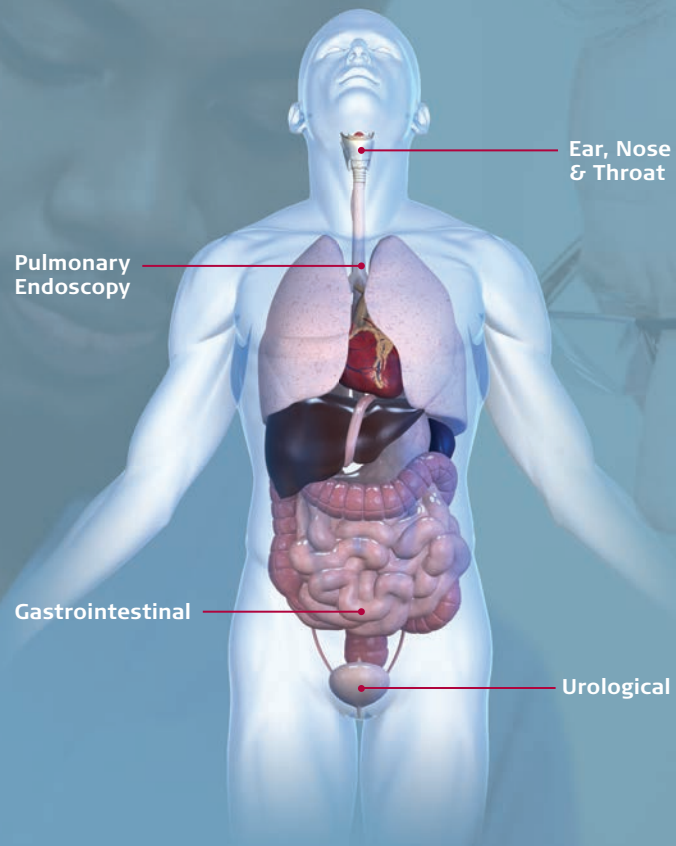
Innovative  
Products



More than **2,000** 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 US hospitals. By 2020, we will introduce disposable devices across all flexible-endoscopy areas.



→ Read the Studies at [Ambu.com/Clinical-Studies/Ambu-aScope](http://Ambu.com/Clinical-Studies/Ambu-aScope)

## 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**  
**SC210**  
1st disposable colonoscope to receive FDA approval  
**aScope 4 Broncho**  
Optimized for bedside bronchoscopy

ENT

GI

Urology

2020

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Rx ONLY