

Simple Spirometry

Better COPD care. Better quality of life for patients.



COPD is the third leading cause of death from disease in the US¹

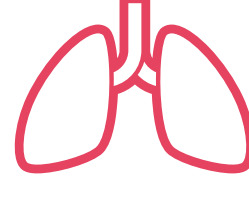
Heart Disease #1



Cancer #2



COPD #3



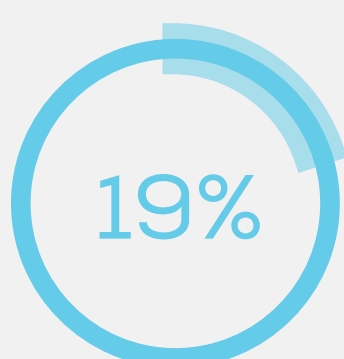
In fact, **one person dies every four minutes** in the US from COPD.²

The effects of this disease are felt by many Americans.

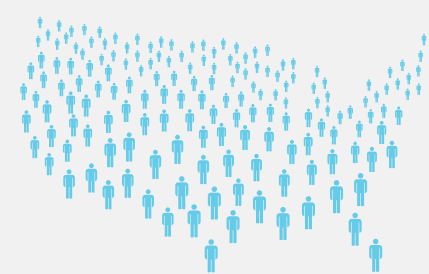


160,000

COPD-related deaths each year in the US²



Percentage of decline in heart disease and cancer-related deaths since 1999. The rate of COPD-related deaths has not significantly changed³



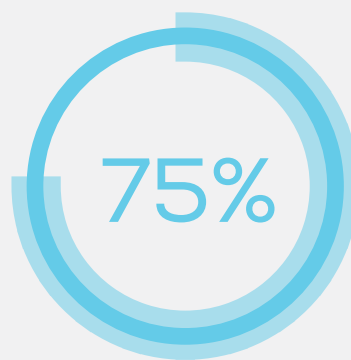
24 million

Americans are currently affected with COPD, yet close to half remain undiagnosed⁴



\$49 billion

Total estimated cost of COPD in 2020⁵



Of all direct COPD disease costs are oftentimes from preventable exacerbations⁵

Early detection of COPD is key. Are we falling short?

Spirometry testing is the most effective and common method for diagnosing COPD. In fact, it is the clinical standard for accurate and repeatable measurement of lung function.

But without spirometry, many primary care physicians are severely underdiagnosing and inadequately treating patients.⁶



2 out of 20

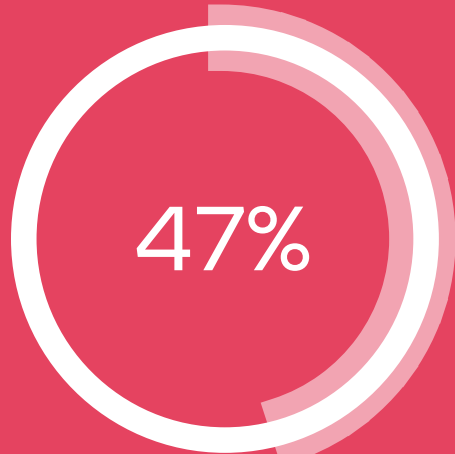
For every 20 patients that walk into a primary care facility, 2 leave with undiagnosed COPD.⁷



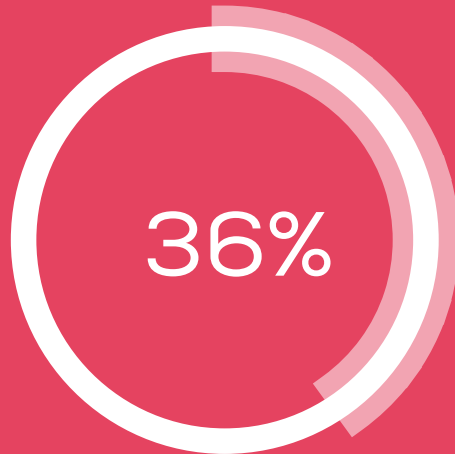
Or less of patients ever receive spirometry testing⁸

Spirometry in Primary Care What Stands in the Way?

Primary care physicians are in an ideal position to be able to detect COPD in its early stages and perform spirometry to confirm the diagnosis.^{8,9} Management of COPD is largely carried out in primary care and much can now be done to improve symptoms and quality of life, and to reduce the frequency and impact of exacerbations.



Of primary care physicians report not having spirometry devices¹⁰



Of primary care physicians report the inability to incorporate spirometry into the patient flow¹⁰



3 out of 4

Primary care physicians report not adhering to guidelines on spirometry use more than 90% of the time¹⁰

You can make a difference. We want to help.

Patient Prep + Proper Technique

The Midmark® Digital Spirometer is designed to make the detection and management of COPD and other respiratory illnesses at the primary care level simple and effective. Access technician and patient coaching videos directly from the main testing screen in IQmanager® to help standardize training and technique.

EMR Integration + Patient Flow

The Midmark Digital Spirometer works seamlessly with today's top EMR systems for improved clinical workflow. The spirometry software will learn as it is used, intelligently populating patient race, age, sex and height (RASH) from the EMR, then transferring test data back into the EMR to reduce transcription errors and missing reports.

Clinical Standards

The Global Initiative for Chronic Obstructive Lung Disease (GOLD) is working to improve the lives of people with COPD in every corner of the globe. The Midmark Digital Spirometer utilizes the GOLD standard¹¹ for the diagnosis and management of COPD.

Learn more at: midmark.com/spiro

Sources:

- [1 https://www.lung.org/lung-health-diseases/lung-disease-lookup/copd/learn-about-copd#:~:text=COPD%20is%20the%20third%20leading,term%20disability%20and%20early%20death](https://www.lung.org/lung-health-diseases/lung-disease-lookup/copd/learn-about-copd#:~:text=COPD%20is%20the%20third%20leading,term%20disability%20and%20early%20death)
- [2 https://www.cdc.gov/dote/copd/index.html](https://www.cdc.gov/dote/copd/index.html)
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