

YOUR COMPREHENSIVE SELLING GUIDE

Midmark HEINE Diagnostic Instruments





Contents

| | |
|-----------------------------------|----|
| The Perfect Partnership | 3 |
| Website | 4 |
| Product Detail Pages | 5 |
| BETA® Otoscopes + Ophthalmoscopes | 6 |
| K180 Otoscopes + Ophthalmoscopes | 6 |
| GAMMA® Sphygmomanometers | 6 |
| Pricing | 7 |
| Product Matrices | 8 |
| Key Takeaways | 10 |
| Infographics | 11 |
| Videos | 12 |
| Social Posts | 13 |

The perfect partnership.

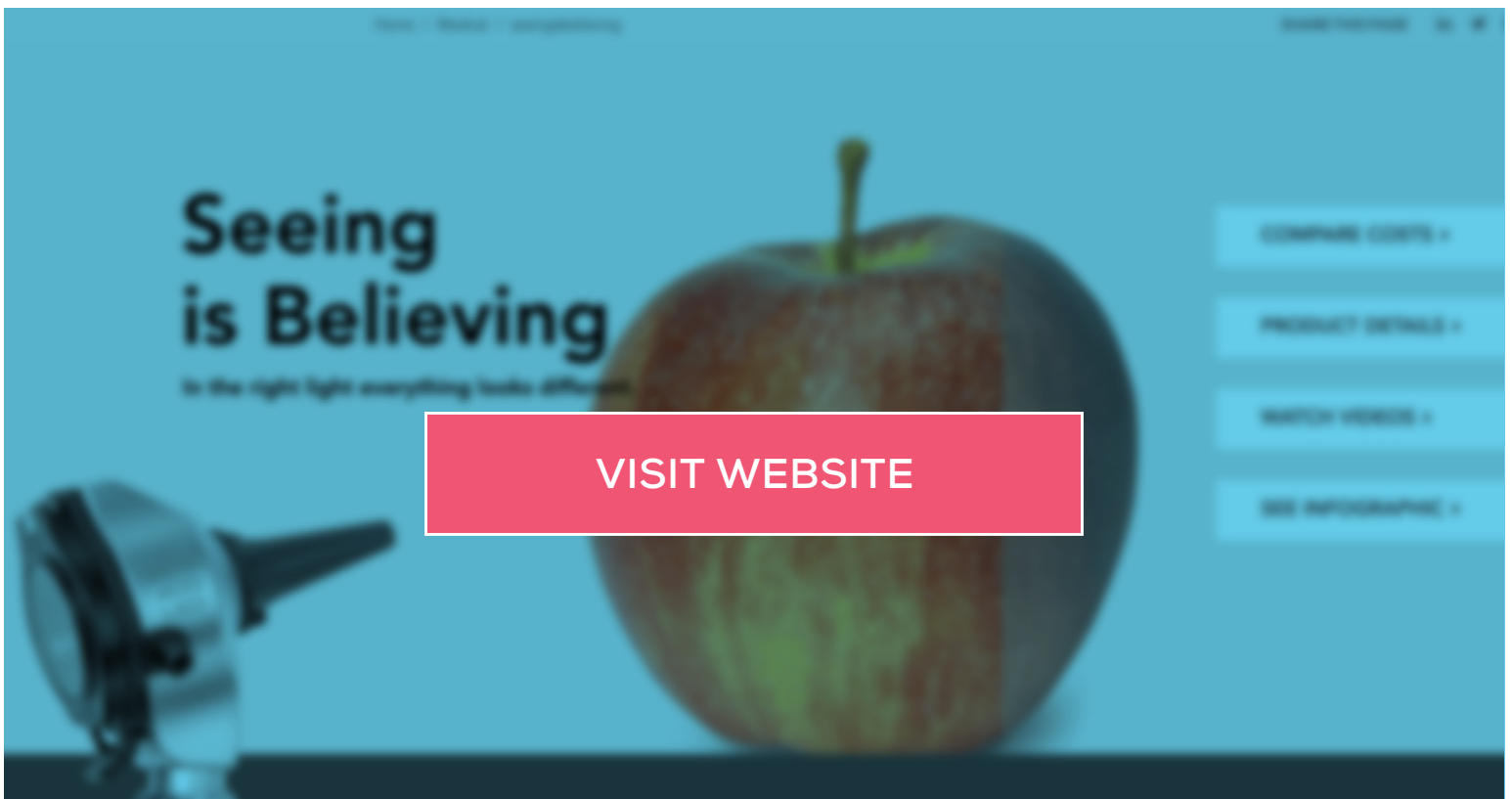
Healthcare organizations are faced with a unique set of challenges in today's rapidly evolving market. Value-based payment models have placed an increased focus on positive clinical outcomes—even the smallest detail can have an impact on the patient experience. That's why we partnered with HEINE, a respected manufacturer for over 70 years, to bring you the latest diagnostic instrument technologies.



A new opportunity comes to light.

When it comes to diagnostic instruments, you may not think there's much of a difference. They all do the same thing, right? Technically, they do—but some do it better.

Illumination + Superior Optics + Quality Design



Midmark HEINE Diagnostic Instruments

Setting a solid foundation for better care.

BETA®200 Ophthalmoscope



BETA®200 Otoscope



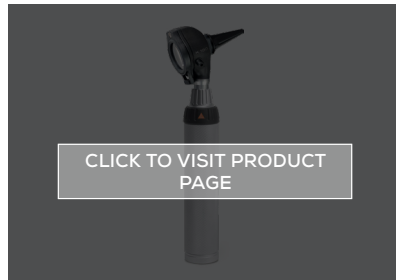
BETA®400 Otoscope



K180® Ophthalmoscope



K180® Otoscope



GAMMA® XXL
Sphygmomanometer



GAMMA® G5
Sphygmomanometer





BETA® Otoscopes + Ophthalmoscopes

Diagnostic Instruments

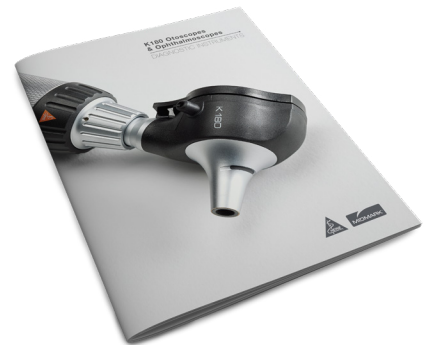


[DOWNLOAD BROCHURE](#)



K180® Otoscopes + Ophthalmoscopes

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[DOWNLOAD BROCHURE](#)



GAMMA® Sphygmomanometers

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Midmark HEINE Diagnostic Instruments

Part numbers and pricing



Midmark HEINE Ophthalmoscopes

COMPARISON CHART






| PRODUCT FEATURES | HEINE BETA® 200 | HEINE K180 |
|------------------------------|---|--|
| | | |
| Performance | | |
| Light Source | LED (XHL option available) | XHL (Halogen) |
| Color Temperature | LED: 3,300 K XHL: 3,400 K | XHL: 3,400 K |
| CRI | Typ. 95 R9 typ. 93 | Typ. 95 R9 typ. 93 |
| Brightness Control | Continuous between 100 - 3% with one-finger operation | Continuous between 100 - 3% with one-finger operation |
| Optics | Aspherical Optical System (AOS) elliptical beam, reflex free | Precision spherical optics with proprietary glare-mitigating coating |
| Magnification | 15x | 15x |
| Field of View | 5-10° | 5-10° |
| Durability | | |
| Sealing | Dustproof | Dust-resistant |
| Frame | Aluminum | Polycarbonate |
| Window | Scratch-resistant glass | Scratch-resistant glass |
| Light Source Life Expectancy | LED: typ. 100,000 hrs XHL: typ. 30 hrs | XHL: typ. 30 hrs |
| Function | | |
| Lenses/Rekoss Disc | 27 | 27 |
| Range of Lenses | 27 single lenses +1D steps from 1-10, 15, 20, 40 -1D steps 1-10, 15, 20, 25, 35 | +1D steps from 1-10, 15, 20, 40 -1D steps 1-10, 15, 20, 25, 35 |
| Apertures | 5 - large spot, small spot, hemispot, slit, fixation star with grid | 3 - large spot, small spot, slit |
| Filters | Red-free with all apertures, cobalt blue | Red-free, cobalt blue |

Midmark HEINE Otosscopes

COMPARISON CHART



| PRODUCT FEATURES | HEINE BETA® 400 | HEINE BETA® 200 | HEINE K180 |
|---|---|---|---|
| |  |  |  |
| Performance | | | |
| Magnification | 4.2x | 3x | 3x |
| Light Source | LED (XHL option available) | LED (XHL option available) | XHL (Halogen) |
| Color Temperature | LED: typ. 3,500 K XHL: 3,300 K | LED: typ. 3,500 K XHL: 3,300 K | 3,300 K |
| CRI | Typ. ≥ 97 R9 > 93 | Typ. ≥ 97 R9 > 93 | Typ. ≥ 97 R9 > 93 |
| Luminous Flux (without tip/with 4-mm tip) | LED: typ. 15 lm/typ. 5.9 lm XHL: 6 lm/3.8 lm | LED: typ. 15 lm/typ. 5.9 lm XHL: 6 lm/3.8 lm | XHL: 6.42 lm/2.6 lm |
| Brightness Control | Continuous between 100 - 3% | Continuous between 100 - 3% | Continuous between 100 - 3% |
| Depth of Field | Wide range of exceptionally sharp spatial images | Wide range of exceptionally sharp spatial images | Fixed |
| Field of View | 3 mm | 3 mm | 3 mm |
| Durability | | | |
| Housing | Metal | Metal | Polycarbonate |
| Window | Scratch-resistant multi-coated glass | Scratch-resistant multi-coated glass | Acrylic |
| Light Source Life Expectancy | LED: typ. 100,000 hrs XHL: typ. 30 hrs | LED: typ. 100,000 hrs XHL: typ. 30 hrs | XHL: typ. 30 hrs |
| Function | | | |
| Instrumentation | Optics flip open | Swiveling window | Swiveling window |
| Cleaning | Smooth surfaces, wide-opening window allows for easy cleaning | Smooth surfaces, wide-opening window allows for easy cleaning | Smooth surfaces, wide-opening window allows for easy cleaning |
| Pneumatic Testing | Sealed connection for optimal testing | Sealed connection for optimal testing | Available |

Key Takeaways: Midmark HEINE LED Otoscopies + Ophthalmoscopes

Great outcomes start with great care powered by great equipment. With Midmark HEINE diagnostic instruments, clinicians can see clearly, diagnose with confidence and provide patients with the care they deserve. Engineered for proper visualization, this equipment provides superior optics and magnification, high-quality illumination and color rendering, and a dustproof design.



- 1 Superior Optics + Magnification**
The BETA® 200 LED Ophthalmoscope is the only ophthalmoscope to use glare-free technology called the Aspherical Optical System (AOS). AOS redirects corneal reflections away from the examiner's path of sight, providing a crisp, clear view of the entire fundus.
The BETA® 400 LED Otoscope provides 4.2x magnification—the maximum possible magnification needed to obtain a clear view while maintaining focus within the ear canal.
- 2 LED^{HO} Technology**
HEINE was the first company to replicate halogen color-rendering index (CRI) properties and improve them using LED technology. The CRI indicates how colors are reproduced in comparison with daylight. Midmark HEINE diagnostic instruments have exceptionally high CRI values, ensuring that our customers can see colors as they truly are, contributing to a more accurate diagnosis and better outcomes.
- 3 Dustproof Design**
Sealed equipment heads in the BETA 200 LED Ophthalmoscopes protect the optical components, ensuring maintenance-free operation.

Better view. Better care. Better outcomes.
To learn more, visit: midmark.com/seeingisbelieving



Seeing clearly is the key to early, accurate diagnosis.

Learn more.



DOWNLOAD INFOGRAPHIC
GENERAL



DOWNLOAD INFOGRAPHIC
DIABETIC RETINOPATHY

Seeing is believing

The Aspherical Optical System



LED^{HQ} Technology



Commercial Insight Video



Once you've seen the difference, you'll want to share.

Below are suggested social media posts and assets for your use.

LinkedIn

| Content/Post | Suggested Image |
|---|-----------------------------|
| We have exciting news to share! Beginning January 2, Midmark and HEINE will work together to provide customers in the United States with three types of high quality diagnostic instruments, including otoscopes, ophthalmoscopes and sphygmomanometers. These instruments will be co-branded by Midmark and HEINE, available in the United States through trusted Midmark partners like [DEALER TO INSERT THEIR NAME]. http://www.midmark.com/about/news-and-media/news-releases/news-details/2017/12/06/midmark-announces-new-partnership-with-leading-european-medical-diagnostic-company | Image from brochure |
| As the healthcare market continues to evolve and there is growing importance on improving patient outcomes, clinicians are rethinking the importance of using the latest diagnostic instrument technologies for early detection and observation of diseases. Midmark and HEINE have a new offering for your customers: http://www.midmark.com/products/medical/seeingisbelieving | Screenshot of landing page |
| Seeing is believing. https://my.midmark.com/docs/default-source/marketing-collateral/halo-infographic.pdf | Screenshot from infographic |
| Midmark and HEINE provide quality diagnostic instruments to help you make early, accurate diagnoses. http://www.midmark.com/products/medical/seeingisbelieving | Image from brochure |

Facebook

| Content/Post | Suggested Image |
|---|-----------------------------|
| We have exciting news to share! Beginning January 2, Midmark and HEINE will work together to provide customers in the United States with three types of high quality diagnostic instruments, including otoscopes, ophthalmoscopes and sphygmomanometers. These instruments will be co-branded by Midmark and HEINE, available in the United States through trusted Midmark partners like [DEALER TO INSERT THEIR NAME]. http://www.midmark.com/about/news-and-media/news-releases/news-details/2017/12/06/midmark-announces-new-partnership-with-leading-european-medical-diagnostic-company | Image from brochure |
| Great outcomes start with great care powered by great equipment. With products from Midmark and HEINE, clinicians can see clearly, diagnose with confidence and provide patients with the care they deserve. http://www.midmark.com/products/medical/seeingisbelieving | Screenshot of landing page |
| As the healthcare market continues to evolve and there is growing importance on improving patient outcomes, it's time to rethink your diagnostic equipment. Subtle differences in technology can have a big impact on early detection and observation of diseases. http://www.midmark.com/products/medical/seeingisbelieving | Screenshot of landing page |
| Are you seeing clearly for a complex diagnosis? Not sure? See what it may be costing you. https://my.midmark.com/docs/default-source/marketing-collateral/halo-infographic.pdf | Screenshot from infographic |

Once you've seen the difference, you'll want to share.

Below are suggested social media posts and assets for your use.

Twitter

| Content/Post | Suggested Image |
|--|-----------------------------|
| We have exciting news to share! @MidmarkNews and HEINE are partnering to bring products to customers in the United States. http://www.midmark.com/about/news-and-media/news-releases/news-details/2017/12/06/midmark-announces-new-partnership-with-leading-european-medical-diagnostic-company | Image from brochure |
| Great outcomes start with great care powered by great equipment. http://www.midmark.com/products/medical/seeingsbelieving | Screenshot of landing page |
| It's time to rethink your diagnostic equipment. Subtle differences in technology can have a big impact on early detection and observation. http://www.midmark.com/products/medical/seeingsbelieving | Screenshot of landing page |
| Are you seeing clearly for a complex diagnosis? Not sure? See what it may be costing you. https://my.midmark.com/docs/default-source/market-ing-collateral/halo-infographic.pdf | Screenshot from infographic |

