



## Otometrics' handheld solution commands respect

**Distributors and customers alike are excited about the MADSEN OTOflex 100, a device so flexible in use that it sets a new standard for audiologic diagnostics tools.**



After more than two years of dedicated product development, GN Otometrics has created the MADSEN OTOflex 100, the first fully portable handheld audiologic diagnostics tool that makes doctors' and audiologists' work much easier. The unique device has attracted enormous interest worldwide since its launch in February. In the first month it was on the market in North America, GN Otometrics sold every single unit they

could manufacture.

"We took a whole different approach, and not just in the innovation and design processes. We've also created a unique and different product that is fundamentally based on customer needs and requirements," explains GN Otometrics President Michael Brock. He adds:

"As the first product to carry the GN Otometrics name (OTO), the device clearly reflects the values we at GN Otometrics want to stand for: customer orientation and innovation. The reason we named it MADSEN OTOflex 100 is that the MADSEN brand still carries too much value for us to just let it go."



### Full functionality anywhere

The product is unique because the flexibility it offers makes it stand out from other audiologic diagnostics tools. Traditionally, audiological measurements were performed in a separate room at a hearing care clinic, for example. Offering full functionality anywhere, the portable OTOflex allows the doctor or the audiologist to move around freely and perform the measurements exactly where it is most convenient for the patient, the doctor or the audiologist.



Measurements on premature babies can be made in an incubator; a child may feel more secure if the measurements are taken in the home; and older people with reduced mobility might also feel more comfortable having the examination take place in a location they are familiar with.

### Catering to customer needs

"We based our approach on customer needs, be they patients, doctors or audiologists. The measurements can be performed without disturbances, and there won't be any unfamiliar surroundings or big strangelooking machines to make patients nervous. In spite of its size (it fits in the pocket of an audiologists' coat), the OTOflex is more advanced than many stationary instruments that are also much larger. The OTOflex performs a full diagnostics test of the middle ear. The equipment and test profile can quickly be adapted to each patient's anatomy and needs," says Brock.

Wireless Bluetooth technology ensures full OTOflex integration with a PC, thanks to the OTOdiagnostics Suite software platform, which automatically transmits all measurement data to the patient's file in the computer.

"It's possible to transfer measurement data to a PC from the traditional desktop devices, but it requires an extra effort. The OTOflex transfers the data as the measurements are made, as long as it is in the same room as the PC. The audiologist or the doctor can even choose to control the measurements from a PC that is normally used for other audiological measurements. All the test results can be saved in the database at the single click of a mouse," Brock relates.

"The OTOflex also has some unique design features: Instead of a traditional big and clumsy device, we've created a solution based on a good industrial design," says Brock.

### **Kick-off in Copenhagen**

Since the OTOflex was launched at GN Otometrics' Copenhagen premises on February 16, some 200 sales and service staff have attended a number of seminars in Scandinavia, Europe, North America, Asia, Australia and South America to learn how to use the OTOflex.



"At the end of February, 50 representatives from our distributors attended a seminar in Phoenix, Arizona, where we demonstrated the OTOflex and trained them in using the device ahead of the official presentation at the AAA in Salt Lake City, Utah. The reaction from the distributors was fantastic. In the days after the seminar, I received numerous phone calls from people saying how excited they were about the product. That surprised us, because you have to remember that many of the distributors also sell our competitors' products," says Terry Ross, who is vice president of sales for North America.

### **Everything has to work perfectly**

The distributor representatives already knew something about the product they were about to be introduced to, because they had already been presented with a prototype back in 2003.

"But back then, we emphasized that we wouldn't put the product on the market until we were absolutely certain that everything worked perfectly. Since then, we've tested the beta version, and we've also run quality and functionality tests. At the presentation this year, the distributors seemed reassured when we told them that GN had several years of in-house experience with the new technology, including Bluetooth," he says.

"Afterwards, we sold every single unit we could get from Denmark. And although we had great expectations for this unique product, the buying interest has been much greater than we'd imagined," says Ross.