

# Featured Exhibitor: Nonin Medical, Inc.

## DRIVEN TO LEARN

For most ATS International Conference exhibitors, the annual event looks and feels like a traditional medical meeting. But for Nonin Medical, Inc., based in the Minneapolis suburb of Plymouth, Minnesota, the annual ATS International Conference is like an oversized classroom. That's because Nonin Medical says its greatest advantage in exhibiting each year is the educational value it gives and receives from attendees.

An ATS International Conference exhibitor for more than a decade, Nonin Medical is eager to share conversations, ideas, and knowledge with health care providers on the front lines of patient care.

"The ATS International Conference is a multidisciplinary, global congress for pediatric and adult pulmonary, critical care, and sleep professionals. We remain committed to exhibiting because the ATS enables us to speak with nurses, respiratory therapists, and hospitalists from all over the world to discuss their recent experiences, challenges, and research," said Melanie Stanek, Nonin Medical's director of corporate communications. "This enables us to better understand how they diagnose, treat, and manage pulmonary disease, critical illness, and sleep disorders."

Nonin Medical invented the finger pulse oximeter and is a global leader in designing and manufacturing noninvasive medical monitoring solutions, including pulse oximeters, regional oximeters, capnographs, sensors, software, and accessories.

"At the ATS, we gather industry intelligence and customer insights, examine and address critical issues of the day, and build partnerships with clinicians and key opinion leaders," Stanek said.

While Nonin Medical is recognized as an innovator in signal processing and sensor design, the company is best known for meeting

the diverse needs of its patient populations. Its products bring accurate, easy-to-use, value-based solutions to the forefront of health care. Its interactive experiences with ATS attendees, in particular, contribute to the learning curve.

"We take an educational approach in articulating the performance difference between Nonin products and other manufacturers. To demonstrate this, we provide a 'show-and-tell' experience at the booth," Stanek said. "In the past, we've also surveyed attendees at our booth to better understand their critical issues of the day. Our new Nonin Medical COPD STEP™ Plan for hospitals and pulmonary rehab centers was developed, in part, from input from ATS attendees."



Nonin Medical's noninvasive medical monitoring products and programs help reduce hospitalizations and improve patient outcomes.

This year, Nonin Medical, located in Booth 1004, will educate attendees about Nonin's pulse oximetry solutions for reliable overnight sleep screenings. It also will be increasing awareness of its new COPD STEP™ 30-day Re-admission Reduction Plan for hospitals, which is now available through Tri-anim Health Services.

It's a challenge for both Nonin Medical and clinicians to stay relevant in a field of ever-changing medical technology. According to Stanek, a mass supply of less expensive, imported pulse oximeters requires educating clinicians about the performance differences that exist among pulse oximeter brands and manufacturers.

"They need to know why pulse oximetry accuracy and durability matter when you're working with very sick patients and very tight budgets," Stanek said.

Nonin's leadership in pulse oximetry has extended to partnering with clinicians, providers, large monitoring companies, and associations to provide product solutions and design programs that help reduce hospitalizations and improve patient outcomes in patients with chronic diseases.

**EXHIBITOR FEATURE.** Each year, the ATS spotlights an exhibitor who has been at the ATS International Conference for at least 10 consecutive years.