

Strategic Messaging for Customer Communication:

This is OtoSight, an advanced diagnostic tool that uses near-infrared light to visualize the middle ear space through the eardrum. Unlike traditional methods, OtoSight allows us to directly see fluid in the middle ear, offering a high level of accuracy.

Published studies have shown that using an otoscope to detect the presence of fluid in the middle ear has an accuracy of 50-70%. However, OtoSight's accuracy for detecting fluid is as high as 90.6%.

[Show normal otoscopy image and middle ear scan]

Here's an example of what you typically see during an otoscopic exam—clear views of the outer ear and eardrum. With OtoSight, one not only sees this typical otoscopic view, but also the proprietary middle ear scan which is a cross-section of the tympanic membrane (TM) and the middle ear space. The ribbon-like structure is the TM, the space above it is the ear canal, and below it is the middle ear space. As you can see, in this image there is no fluid present in the middle ear.

[Show otoscopy and middle ear scan with high turbidity fluid]

Now, here's an example of what one would see when fluid is present in the middle ear. The fluid appears beneath the TM in the middle ear space.

[Show otoscopy and middle ear scan with low turbidity fluid]

Here's an example of low turbidity fluid in the middle ear space. OtoSight provides the ability to not only detect fluid but to also characterize it, allowing for more informed decision-making and better patient care. OtoSight allows one to assess the turbidity, or cloudiness, of that fluid. This is crucial as it helps providers understand whether the fluid is clear or cloudy, offering insights into the condition of the middle ear that other tools cannot provide.

[Show otoscopy and middle ear scan with earwax]

What's even more impressive is that OtoSight can still provide accurate middle ear scans even in the presence of significant earwax. As you can see here, despite the earwax in the canal, the device is still able to provide a clear view of the middle ear and the TM.

[Interactive question: Patient/Parent Scenario]

Let me ask you: Have you ever had a situation where a parent or patient thought their child had an ear infection, but you didn't see any signs of one during the exam? OtoSight can provide clarity in situations like this by giving both you and your patients an objective, detailed view of the ear. The middle ear scan then becomes a powerful communication tool with your patient/parent.

[Otosight's Unique Value Proposition]

This ability to visualize and assess the middle ear in such detail is unique to OtoSight. It sets us apart from other diagnostic tools on the market today. OtoSight's advanced imaging capabilities not only help with accurate diagnosis but also contribute to better patient outcomes through antibiotic stewardship, enhanced patient and parent education, and objective proof of findings that can be downloaded into a report for referrals or uploaded to the EMR.

[Demonstration of Exam Process]

Let me walk you through how an exam is performed with OtoSight. It's very similar to your standard otoscopic exam. You simply attach your typical otoscope tip and lock it into place. Press 'Record' to begin the exam, and then gently pull up or back on the ear to help straighten the ear canal for a clearer view.

[Perform a Self-Exam]

As you advance the device toward the TM, evaluate the ear canal for any abnormalities like irritation or excess earwax. Keep advancing until the TM comes into view.

Position the crosshairs on the TM, aiming away from the malleus and towards the cone of light, making sure not to place the crosshairs on the annulus. As you can see, once the crosshairs turn green, it indicates that you're in the optimal position for an accurate reading. The live imaging is displayed in real-time, so you can hold steady for a moment to capture the data.

After capturing the scan, simply remove OtoSight from the ear and press the record button again.

[Viewing Results and Exporting Data]

Now, let's review the results. The large display screen is ideal for showing your patient or parent the results of the exam. You can scroll through the recording, run the auto-turbidity feature, select a segment you would like to upload, and export the report to the EMR.

[Closing Question]

Are there any questions I can answer for you? Would you like to give it a try?

[Discussing Reimbursement]

I know that your practice is focused on patient care and outcomes, but it's also important to consider reimbursement. A traditional otoscope, or even a digital otoscope, cannot be reimbursed. However, OtoSight has two dedicated CPT codes, both of which have received positive insurance reimbursement. This provides a new revenue stream, making it an even more affordable tool in your practice. PhotoniCare also has a reimbursement team who I can connect you with to discuss your practice future.