

FOR IMMEDIATE RELEASE

Hanu Surgical Devices' ROTIGS Intubation Medical Device by Inventor Dr. Brad Napier Demonstrates How Creatively Combining Known Concepts Is Key to Innovation

Honolulu Dr. Brad NaPier, Ear Nose and Throat Surgeon, invents new medical tracheal intubation device that showcases the process of new product innovation by creatively combining known concepts.

Honolulu, Hawaii, July 15, 2010 -- Dr. Brad NaPier, an Ear Nose and Throat Surgeon in Honolulu, has invented a dramatically easier way to insert a tube into a person's throat. Dr. NaPier asked himself, "Why does this have to be so difficult?" He then creatively combined known concepts to develop his innovative patent pending ROTIGS (Rapid Oral Tracheal Intubation Guidance System) medical device.

Dr. NaPier created his medical device by bringing together several principals and associating them in a new combination. These principals are: 1) contact with the tongue causes gagging, 2) the throat collapses if a person is fully sedated, 3) vocal cords can be viewed with a mirror in awake patients, and 4) when the jaw is moved forward the throat pathway becomes more open. By creatively combining these concepts and using the patients teeth for stabilization, Dr. NaPier invented a device that positions the jaw in a forward position allowing a camera-mounted tube to be inserted down the throat of an awake patient without touching the tongue. In addition, the device cuts health care costs by eliminating the need for expensive diagnostic CT scans. Dr. NaPier says, "The pieces of this puzzle became apparent and I merely put them together." A common reaction by medical professionals to the invention is, "Ahha! Why didn't I think of that?"

At the request of other medical professionals, Dr. NaPier recently began sharing his FDA approved ROTIGS device. Dr. DuCanto, an anesthesiologist in Wisconsin, began using the device within 15 minutes of receiving it in the mail by intubating a patient with a cervical spine tumor. A few weeks later, Dr. DuCanto quickly diagnosed another patient as having a voice box tumor by performing a bronchoscopic (camera-mounted) intubation with the device. Dr. DuCanto feels ROTIGS should be on every difficult airway cart in every hospital in the U.S. - and has already saved one life with it.

So what does this have to do with the rest of us? The answer may lie in our need to always find a better way. For example, another famous inventor also once combined information in a new combination that touches each one of us everyday. To invent the incandescent light bulb, Thomas Edison combined two old, well known principals: 1) light is produced when electricity passes through a small wire, 2) fire cannot take place in a vacuum without oxygen. Edison's solution was to place the wire in a bulb to shut out all oxygen so the wire produces light without catching on fire. We already have knowledge to solve some of the greatest problems facing us today. It's just up to our creative imagination about how to combine and apply it with a unique synthesis of observations.

Dr. NaPier's ROTIGS device will not change society to the degree that Edison's light bulb has, but it has already saved lives. And, that alone makes it the most significant invention of all time to those fortunate patients.

For additional information about Dr. NaPier's ROTIGS medical device invention, contact Dr. Brad NaPier by calling 808-218-5484 or visit www.rotigs.com.

About Dr. Brad NaPier:

Brad NaPier MD is a 57 year old practicing Otolaryngologist in Honolulu, Hawaii. ROTIGS is patent pending in the United States, Japan and the European Union.

Contact:

Dr. Brad NaPier, Otolaryngologist

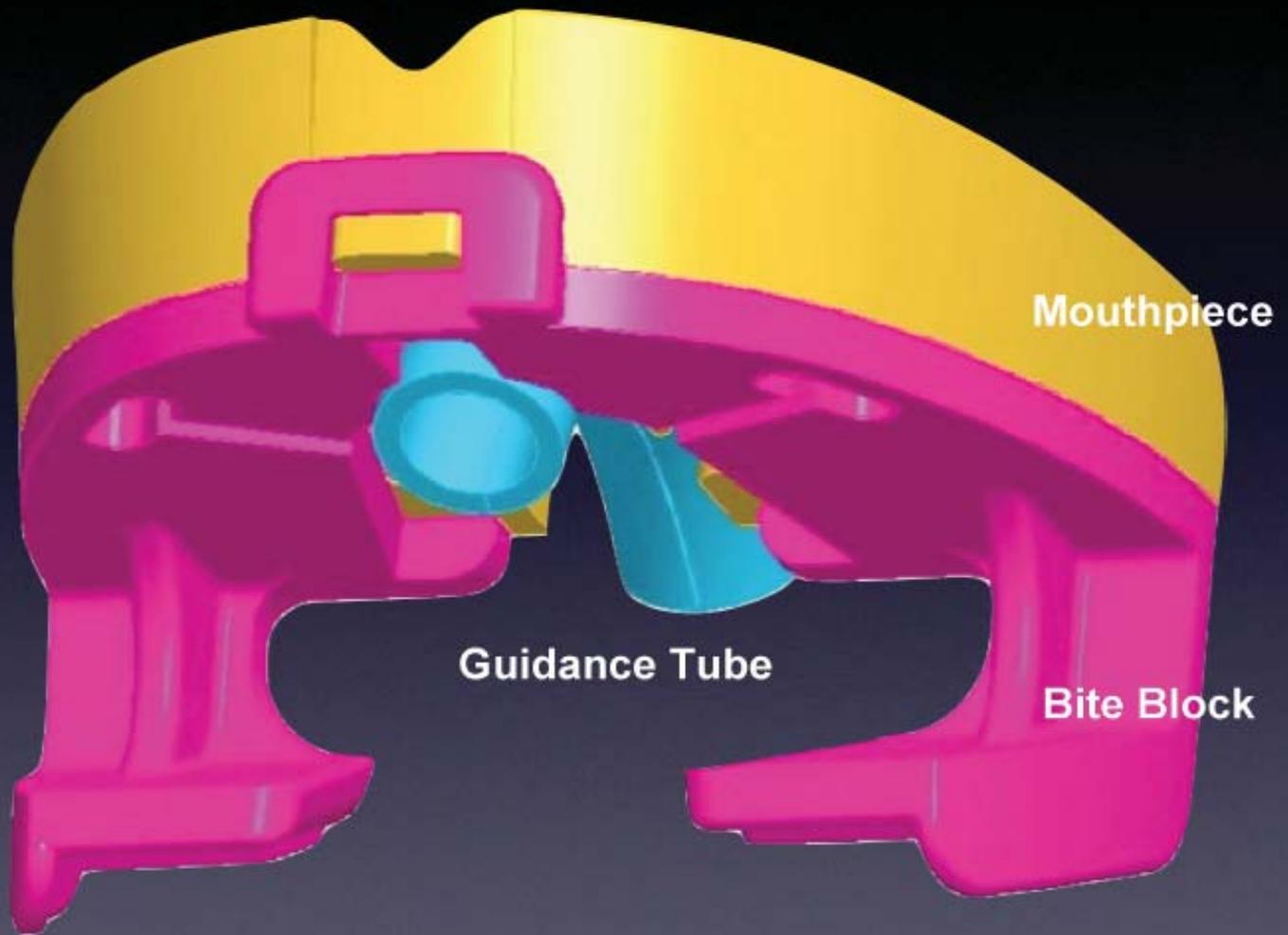
808-218-5484

<http://www.rotigs.com>

###

ROTIGS

Rapid Oral Tracheal Intubation Guidance System



ROTIGS facilitates safe, awake, nonsedated minimally invasive, transoral bronchoscopic intubation.

