

## **For Immediate Release**

### **Difficult Airway Emergencies are Made Easier with Simple ROTIGS Intubation Device and a Little Anesthesia**

**A simple medical device by Honolulu inventor Dr. Brad NaPier makes difficult airway emergency intubations easier for medical professionals.**

Honolulu, Hawaii, February 2, 2011 -- When solving a problem, there's a popular saying to "Keep it simple." But keeping it simple only works if one truly understands the nature of the problem around which a solution can then be developed. Case in point is a simple new medical device called ROTIGS by Honolulu Dr. Brad NaPier that makes difficult airway emergency intubations easier.

How much easier? Here's how Dr. Oren Bernstein MD, Chief Resident of Anesthesiology, describes his experience with ROTIGS:

"A woman needed urgent intubation but was in c-spine precautions, and I had a new resident tagging along with me at night ... and thought I'd see how well the ROTIGS worked for someone who had never fiberoptically intubated before. It worked like a charm. We positioned ourselves in front of the patient, sat her up, topically anesthetized the airway, popped in the ROTIGS, readied the scope, and my junior had a view of the cords before you could say, "rapid oral tracheal intubation guidance system." (ROTIGS is the acronym for these words)

ROTIGS makes the job easier by pinpointing problems described by Dr. Kenneth Rothfield, Chairman, Department of Anesthesiology, St. Agnes Hospital, Baltimore, Maryland. Dr. Rothfield states that other fiber optic bronchoscopy devices don't allow you to maintain a midline during bronchoscopy procedures. This is especially the case in awake patients. ROTIGS solves these problems by wrapping around the teeth to hold it in place along a midline while preventing gagging because the bronchoscope is held away from the tongue.

Dr. Rothfield, who is widely recognized for his research on advanced airway devices involving video laryngoscopy and patient safety, says, "It's a little piece of genius."

In our society, making difficult tasks easier is one way that we measure product value. Dr. Michael Murphy, a renowned, leading educator on difficult airway management, thinks the device has definite value and says, "ROTIGS is a substantial advance as an assist device for endoscopic airway evaluation and bronchoscopic endotracheal intubation, particularly in the hands of those that perform this vital skill infrequently. For this reason, we are including ROTIGS as a permanent fixture in the Difficult Airway Courses: Anesthesia and Emergency."

Progress is all about finding a better way and, hopefully, making it easier at the same time.

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](http://www.rotigs.com).

About Dr. Brad NaPier:

Brad NaPier MD is a 58 year old practicing Otolaryngologist in Honolulu, Hawaii. ROTIGS is patent pending in the United States, Japan and the European Union.

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# ROTIGS

Rapid Oral Tracheal Intubation Guidance System

