

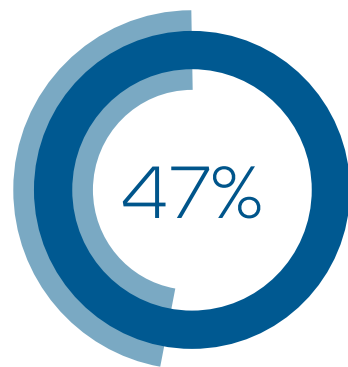


# SEEING CLEARLY

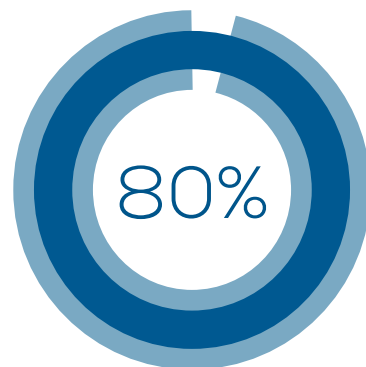
## FOR A COMPLEX DIABETES DIAGNOSIS

### Errors Impact Better Outcomes

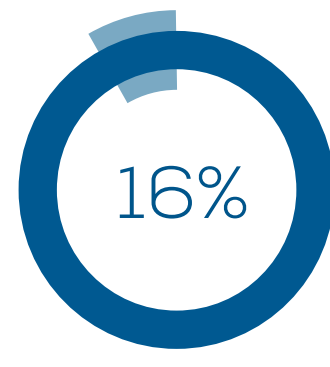
With an industry-wide push toward value-based care reimbursement models, better outcomes are more important than ever. But, there may be errors and inconsistencies impacting your diagnoses.



of clinicians encounter diagnostic errors at least monthly.<sup>1</sup>



of diagnostic errors are preventable.<sup>1</sup>



of clinicians feel an inadequate physical examination is a common reason for diagnostic errors.<sup>1</sup>

## WHAT DOES THAT LOOK LIKE IN PRACTICE?

Think about it through the lens of your patients dealing with complex conditions such as diabetes.



### A Better Way

With Midmark HEINE® diagnostic instruments you can see clearly, diagnose with confidence and provide your patients with the care they deserve.

**LED HQ**  
LED NOW IN HEINE QUALITY.

This exclusive technology creates a light that shines as they truly are.

#### Dust-Resistant Design:

Protects the optical components and ensures maintenance-free operation.

#### Superior Optics:

Aspherical Optical System (AOS) redirects corneal reflections away from the examiner's path of sight, providing a crisp clear view of the fundus. It eliminates the need for filters and other systems that reduce resolution.

Better view. Better care. Better outcomes.

Sources:

<sup>1</sup> <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC3786666/>

<sup>2</sup> <https://www.cdc.gov/diabetes/php/data-research/index.html>

<sup>3</sup> <https://www.cdc.gov/vision-health-data/prevalence-estimates/dr-prevalence.html>



© 2024 Midmark Corporation, Versailles, Ohio USA  
MKT00160

HEINE is a registered trademark of HEINE Optotechnik GmbH + Co. KG

