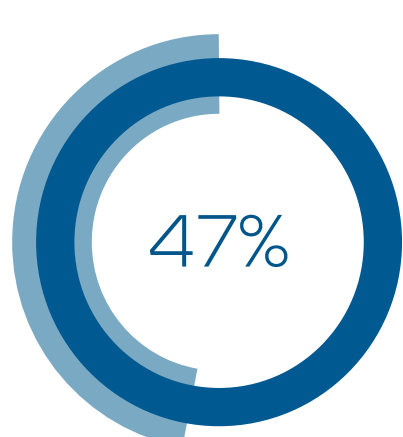




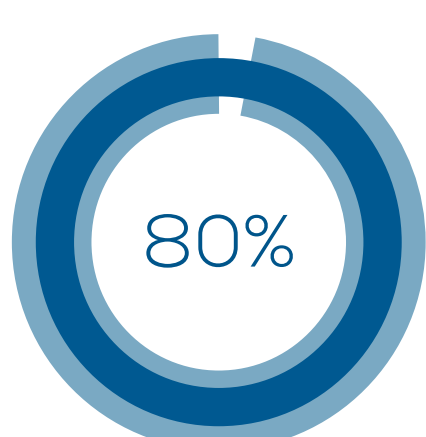
THE KEY TO EARLY, ACCURATE DIAGNOSIS?
SEEING CLEARLY.

Errors Impact Better Outcomes

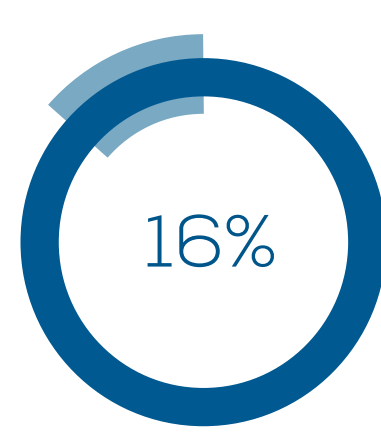
With an industry-wide push toward value-based care reimbursement models, better outcomes are more important than ever. But, there may be errors and inconsistencies in your practice you don't even realize are impacting your patients.



of clinicians encounter diagnostic errors at least monthly.¹



of diagnostic errors are preventable.¹



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



Small Details, Big Impact

One of the most basic parts of a primary care visit is the eye and ear exam. But, there are opportunities for error that clinicians may accept as normal operating procedures, even though they may impact the quality of the exam and accuracy of the diagnosis.



Lighting glare impacts the ability to get a full clear image at one time.



Dust specs enter equipment and obscure view.



Lack of proper magnification can cause providers to strain eyes and body for positioning.



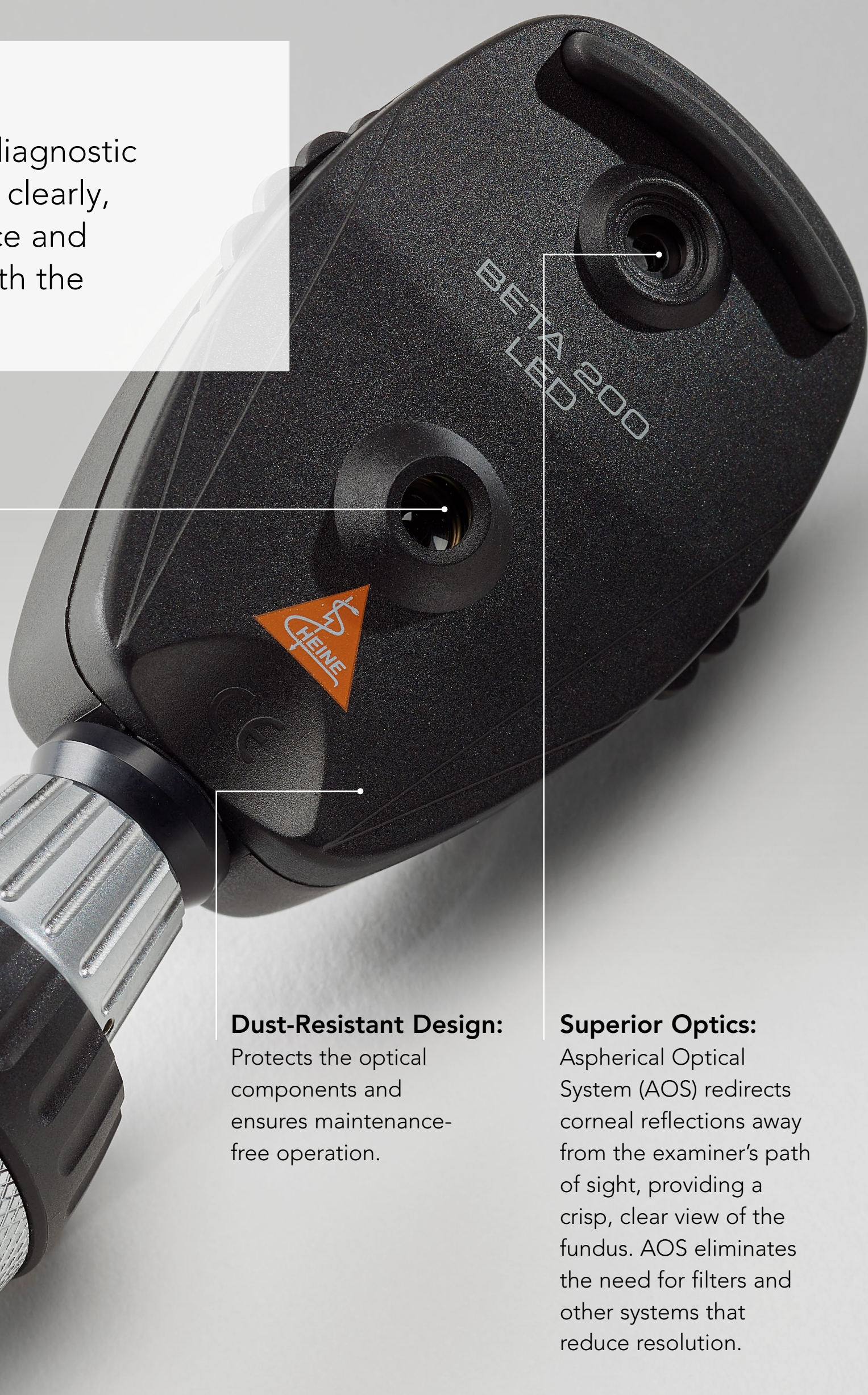
Poor color rendering and color inaccuracies can lead to misinterpretation of tissue color, impacting quality of diagnosis.

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 NOW IN HEINE QUALITY.
 This exclusive technology creates a light that shows colors 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. AOS eliminates the need for filters and other systems that reduce resolution.

Better view. Better care. Better outcomes.

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

