



Jeanne-Marie Phillips  
HealthFlash Marketing  
1234 Summer Street  
Stamford, CT 06905  
888-655-3434  
[jphillips@healthflashmarketing.com](mailto:jphillips@healthflashmarketing.com)

**Booth # 7342**

## **Medspira Showcases Breath Hold Biofeedback Device for Respiratory Motion Control at RSNA 2011**

**November 27, 2011—Chicago**—Medspira debuts at RSNA 2011 enhanced Breath Hold, an easy-to-use standalone system for respiration monitoring across multiple imaging modalities, with special monitoring applications in radiation therapy (RT) for treatments involving the lungs and upper abdomen. An innovative proactive solution, Breath Hold enables patients to accurately self monitor their breathing patterns based on biofeedback delivered by the device's simple visual display.

Breath Hold represents a non-intrusive, comfortable way to promote predictable breath-hold and breathing patterns that enable greater control over respiratory motion. Medspira's Breath Hold is a significantly more cost effective alternative to traditional reactive breath control technologies. It will enable a far greater number of sites to effectively address the problems of motion due to inconsistent patient breathing during certain procedures involving the lungs and upper abdomen, including treatments of the left breast.

Breath Hold combines an expandable bellows system and a pressure sensitive transducer tube, which is wrapped around the patient's chest or stomach to measure changes in abdominal girth due to patient respiration. For breath-hold monitoring, a reference point, typically either an inhale or exhale, is selected. After selection, the central monitor light communicates when patients have reached their respiratory target, while additional lights visually alert them if they stray from their desired hold position. To support a reproducible shallow respiratory pattern, patients work to keep their breathing within a central group of lights.

Medspira Breath Hold was developed at Mayo Clinic and is manufactured and marked by Medspira, whose mission is to make the benefits of clinically inspired medical devices available to all healthcare professionals and their patients.

### **About Medspira**

Since 2009, Medspira has worked with leading medical institutions to develop and market medical devices that provide cost effective diagnosis and treatment for a variety of conditions. Its highly focused distribution model addresses United States and worldwide markets. Products are produced in

partnership with world-class, FDA approved and ISO 13485 registered manufacturing facilities. Medspira was originally formed through the acquisition of product lines and technologies developed by Mayo Clinic. The company also maintains close relationships with major research organizations to track products that will fulfill its mission to bring important tools to more physicians, clinics and patients.