



# PanOptic Ophthalmoscope Launch - March 2001

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Marketing Manager  
Physical Diagnosis Business

# Agenda

- PanOptic Training
  - Advantages, Features & Benefits
  - Hands-On Practice/Demonstration
- Review of PanOptic Launch Package
  - Marketing Materials / Sales Leave-Behinds
  - Price Lists

# Purpose of Ophthalmoscopy

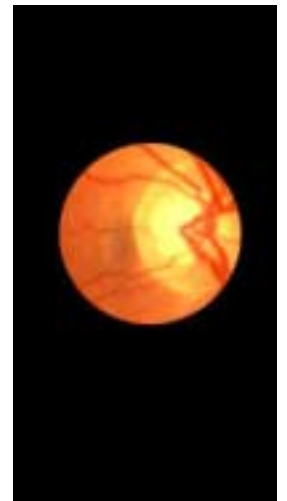
**Welch**Allyn  
PanOptic

- Only way (and place in the body) that veins and arteries can be seen in their natural state, non-invasively.
- Diseases which Manifest in the Fundus
  - Diseases of the eye itself or abnormalities indicative of disease elsewhere in the body (i.e. systemic disease).
  - Vascular changes due to hypertension & diabetes.
  - Swelling of the optic nerve head - papilledema.
  - Retinal Detachment
  - Cataract
  - Diabetic Retinopathy
  - Vein/Artery Occlusions
  - Macular Drusen
  - Glaucoma - cupping of the optic disc

# Ophthalmoscopy

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- Historically wide range of proficiency and comfort levels among physicians for ophthalmoscopy.
  - Technology is the limitation -- it is a small field-of-view and it can be difficult to obtain, especially for primary care providers.
  - Many will say they can't see well enough into the eye (or even not at all) to diagnose anything clinically significant.
- Fundamental design hasn't changed in decades.
- Welch Allyn embarked on research & development 3 years ago to once again innovate in Ophthalmoscopy.





Revolutionary new concept  
in ophthalmoscopy

- Axial PointSource Optics

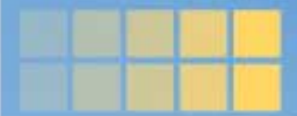
- ADVANTAGES
- FEATURES
- DEMO
- SUMMARY
- MORE INFORMATION
- ABOUT WELCH ALLYN
- HOME
- EXIT

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◀ ROTATE ▶



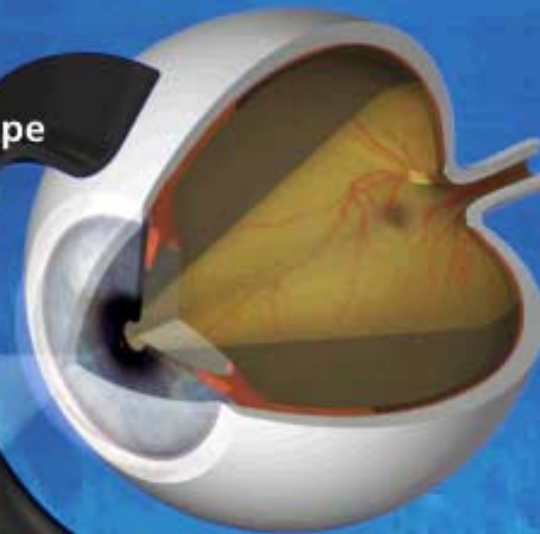


## ADVANTAGES

## Ophthalmoscope

### PanOptic™

- Patented new Axial PointSource™ Optics makes it easy to enter small, undilated pupils
- Provides a 5x larger view of the fundus
- 25° field-of-view vs. the standard 5° field-of-view
- Increases magnification by 26% over a standard scope
- Greater working distance between practitioner and patient improves comfort
- Works with all existing Welch Allyn 3.5V battery handles and wall transformers



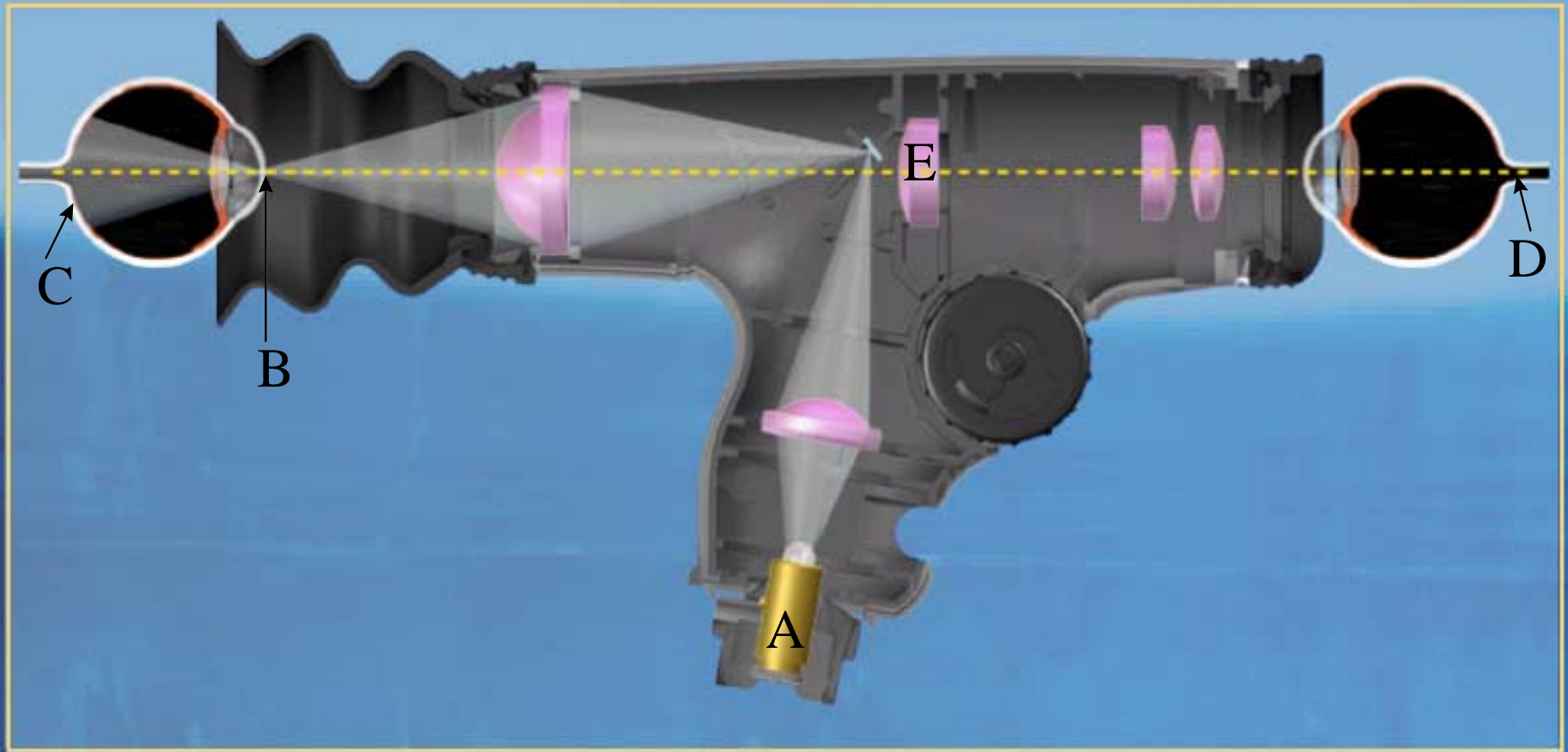
Compare the Scopes		
		Use the 2 buttons to the left to compare the differences
Standard Scope	PanOptic™ Scope	

Axial PointSource™ Optics

- ADVANTAGES
- FEATURES
- DEMO
- SUMMARY
- MORE INFORMATION
- ABOUT WELCH ALLYN
- HOME
- EXIT

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## Axial PointSource™ Optics

[Return to Advantages](#)

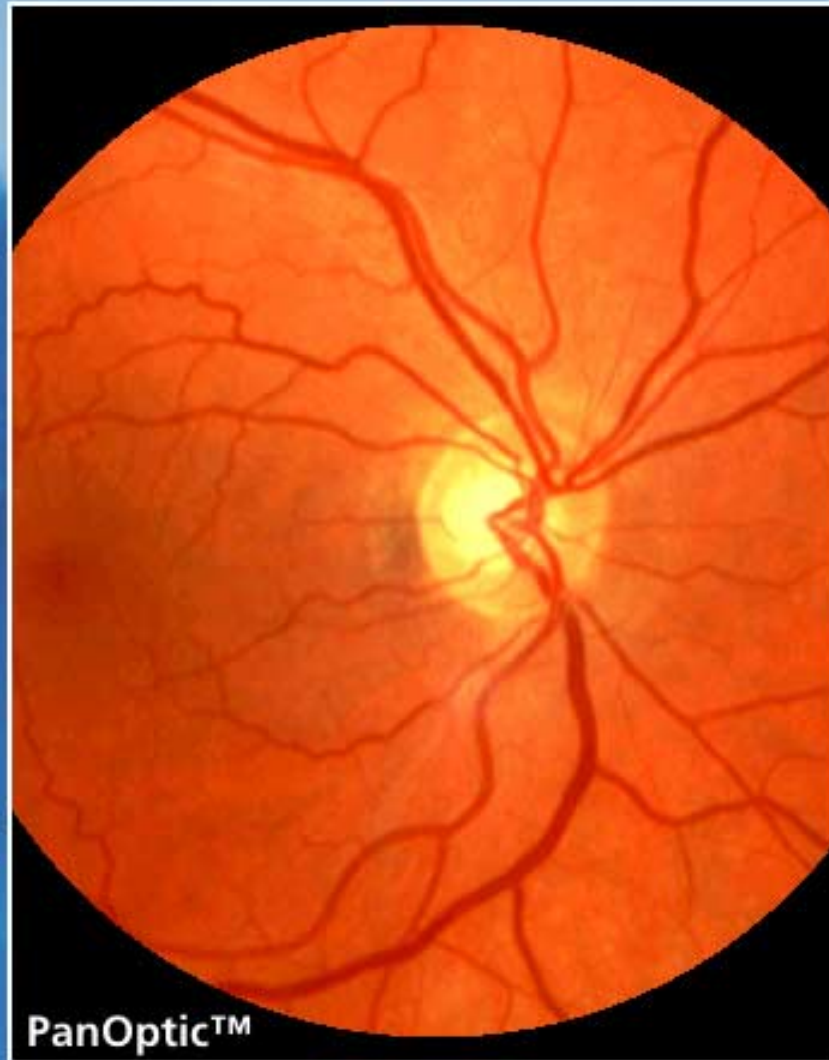
- New Halogen HPX™ lamp provides bright, white light **A**
- Illumination system converges the light to a point at the cornea, allowing easy entry into small pupils **B**
- The illumination pathway then diverges to the retina, illuminating a very wide area of the fundus **C**
- Viewing system enables the operator to view the illuminated area on virtually the same axis, creating the widest field-of-view attainable **D**
- Patented Glare Extinguishment System prevents interference from unwanted glare and reflections **E**



## PanOptic™

- Provides a 5x larger view of the fundus than ever before achieved with a standard ophthalmoscope in an undilated eye
- Enables a 25° field-of-view vs. the standard 5° field-of-view
- Increases magnification by 26% over a standard scope

Click on fundus and move mouse around to view. ▶



ADVANTAGES

FEATURES

DEMO

SUMMARY

MORE INFORMATION

ABOUT WELCH ALLYN

HOME

EXIT

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## ADVANTAGES

## Ophthalmoscope

### Standard

- Limited field of view
- Closer proximity with patient



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FEATURES

DEMO

SUMMARY

MORE INFORMATION

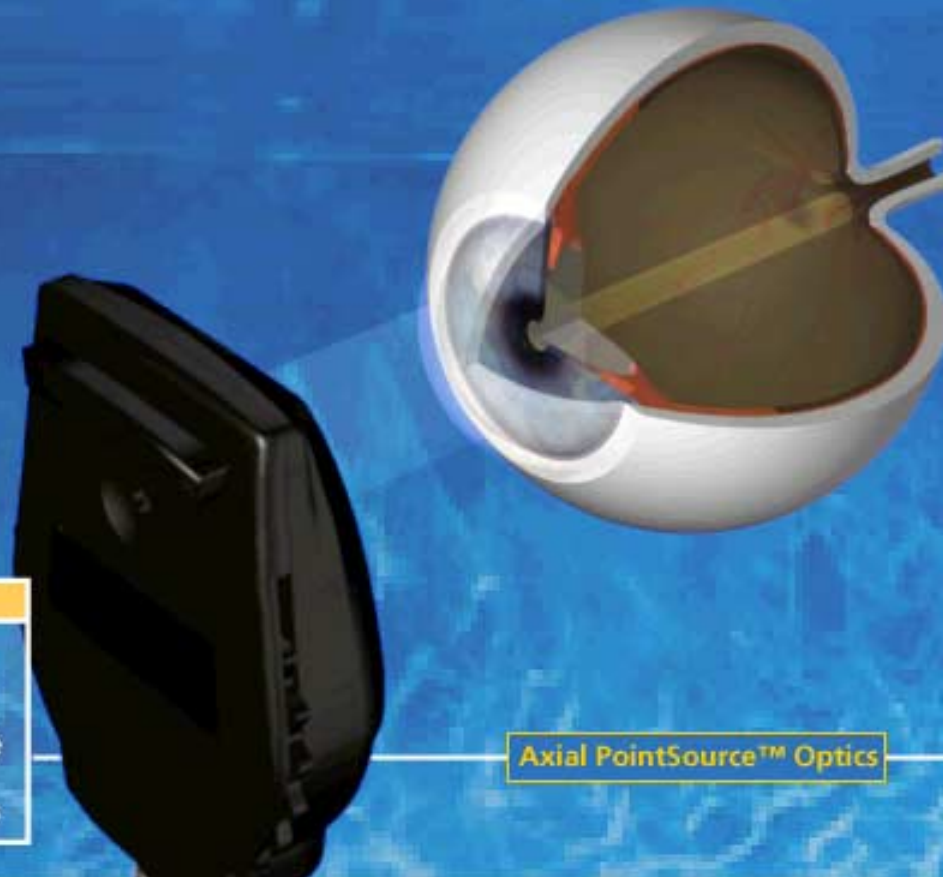
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HOME

EXIT

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Compare the Scopes		
		Use the 2 buttons to the left to compare the differences
Standard Scope	PanOptic™ Scope	





DEMO

Ophthalmoscope

## Standard

- Standard ophthalmoscope
- Limited field-of-view



Field of View

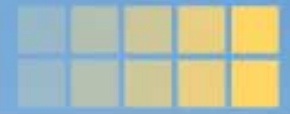
		<b>5x</b> Larger View of the Fundus
Standard	PanOptic™	

- ADVANTAGES
- FEATURES
- DEMO
- SUMMARY
- MORE INFORMATION
- ABOUT WELCH ALLYN
- HOME
- EXIT

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← PANOPTIC STANDARD →





## FEATURES

## Ophthalmoscope

### PanOptic™ Features and Operating Controls

- Patented new Axial PointSource™ Optics
- Works with all existing Welch Allyn 3.5V battery handles and wall transformers
- Patient side eyecup
- Dynamic focusing wheel
- Aperture dial
- Soft grip handle



(Roll cursor over scope then click to see features)

## ADVANTAGES

## FEATURES

## DEMO

## SUMMARY

## MORE INFORMATION

## ABOUT WELCH ALLYN

## HOME

## EXIT

Click below for PanOptic™ Features

[Axial PointSource™ Optics](#)

[3.5V Power Sources](#)

[Patient Side Eyecup](#)

[Focusing Wheel](#)

[Aperture Dial](#)

[PanOptic™ Soft Grip](#)

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## FEATURES

## Ophthalmoscope

### Welch Allyn 3.5-volt power sources



- Works with all existing Welch Allyn 3.5V battery handles and wall transformers
- Desk charger handles
- Convertible/rechargeable battery handles
- Wall transformers
- New Lithium Ion Smart battery handle



(Roll cursor over scope then click to see features)

## ADVANTAGES

## FEATURES

## DEMO

## SUMMARY

## MORE INFORMATION

## ABOUT WELCH ALLYN

## HOME

## EXIT

Click below for PanOptic™ Features

Axial PointSource™ Optics

**3.5V Power Sources**

Patient Side Eyecup

Focusing Wheel

Aperture Dial

PanOptic™ Soft Grip

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## FEATURES

## Ophthalmoscope

### Patient side eyecup



- Establishes & maintains proper viewing distance
- Provides stabilization for the view
- Pivoting point for leverage in panning around the retina
- Helps with orientation
- Occludes ambient light



(Roll cursor over scope then  
click to see features)



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FEATURES

DEMO

SUMMARY

MORE INFORMATION

ABOUT WELCH ALLYN

HOME

EXIT

Click below for  
PanOptic™ Features

Axial PointSource™ Optics

3.5V Power Sources

Patient Side Eyecup

Focusing Wheel

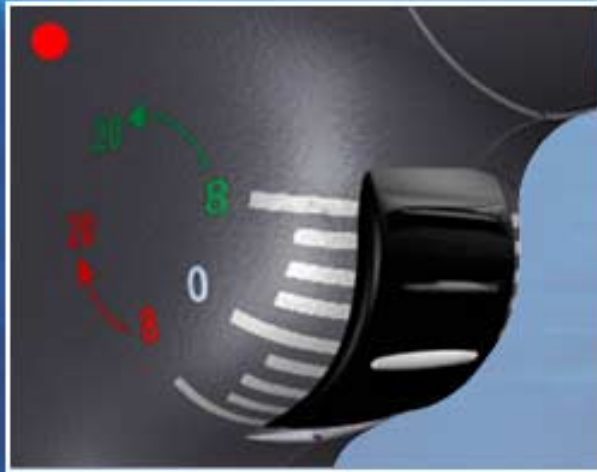
Aperture Dial

PanOptic™ Soft Grip

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## Dynamic Focusing Wheel



- Dynamic focusing adjusts the focus in a continuous, smooth action for more precise control and the optimum view
- Focusing range of -20 to +20 diopters



(Roll cursor over scope then click to see features)

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FEATURES

DEMO

SUMMARY

MORE INFORMATION

ABOUT WELCH ALLYN

HOME

EXIT

Click below for PanOptic™ Features

Axial PointSource™ Optics

3.5V Power Sources

Patient Side Eyecup

**Focusing Wheel**

Aperture Dial

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## FEATURES

## Ophthalmoscope

### Aperture Dial



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●	●	3 Spot sizes: micro, small and large
●	●	Slit aperture
●	●	Red-free filter
●		Half-moon aperture provides a combination of depth perception and field-of-view
	●	Cobalt blue filter with add-on magnifying lens for corneal examinations (surrogate for Woods Light /black light)

(Roll cursor over scope then click to see features)

ADVANTAGES

FEATURES

DEMO

SUMMARY

MORE INFORMATION

ABOUT WELCH ALLYN

HOME

EXIT

Click below for PanOptic™ Features

Axial PointSource™ Optics

3.5V Power Sources

Patient Side Eyecup

Focusing Wheel

**Aperture Dial**

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WelchAllyn®

www.panoptic.welchallyn.com

# PanOptic™

## FEATURES

## Ophthalmoscope

### Ergonomic Soft Grip Handle



- Ergonomic design
- Maximum comfort, balance and access to controls



(Roll cursor over scope then click to see features)

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## FEATURES

## DEMO

## SUMMARY

## MORE INFORMATION

## ABOUT WELCH ALLYN

## HOME

## EXIT

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## Launch Package

- Introduction Letter
- Non-Student Price Lists
  - Non-Student Pricing (with Dealer Costs)
  - Distributor Demo Pricing
  - Non-Student Trade-in Pricing
- Student Price Lists – Diagnostic Sets
  - Student Pricing (with Dealer Costs)
  - Student Trade-in Pricing
- PanOptic User Manual / Operating Instructions
- Quick Reference Guide
- Demonstration Cheat Sheet

## Other Items

- PanOptic Brochure
- CD-ROM
- Model Eyebboxes
- White Paper by Mark Swartz, MD
- Video

