

MediPurpose

Lancing Devices

White Paper: Reinventing a Better **babyLance**[®] Infant Heel Incision Device

babyLance[®]

Listening to End-users

*Heelstick Trigger Activation Survey at the
2011 NANN Conference*



In September 2011, medical device manufacturer and master distributor MediPurpose® conducted a survey at the National Association of Neonatal Nurses' national convention in Orlando, Florida to gauge NANN members' preferences between MediPurpose's original babyLance® infant incision device's "push-forward trigger" activation mechanism and a newly designed prototype's "pull trigger."

This white paper illustrates key findings from that survey, which indicated a majority preference for the new design's pull trigger, validating the company's decision to move forward with reinventing a heelstick device with a pull trigger.

+ majority preference for the new design's pull trigger

+ validated decision to move forward with reinvention of pull trigger device

After launching the highly successful and innovative SurgiLance® safety lancet in 1999, medical product manufacturer and master distributor MediPurpose® introduced a complementary product in 2010, the babyLance® infant heelstick.

However, within a few months of launch, MediPurpose discovered that babyLance’s innovative design was not fully meeting the preferences and expectations of users in the U.S. market.

Although a number of U.S. healthcare facilities expressed a desire to continue use of the product, feedback indicated that the device needed a number of modifications in order to fully satisfy customer demands. Trigger activation was among them—more specifically, an indicated preference for a “pull trigger” activation mechanism, rather than babyLance’s “push-forward trigger.”

MediPurpose elected not to withdraw the product from the market, but rather, it reduced its production and marketing programs for babyLance. The company then initiated a program to re-evaluate and redesign a device that, among other improvements, would be activated by a pull trigger.

Throughout a year-plus of intensive redesign and testing efforts, MediPurpose routinely gave prototypes of the reinvented babyLance to neonatal nurses around the country for evaluation—using their feedback for supplementary adjustments and modifications.

In September 2011, MediPurpose conducted a survey at the National Association of Neonatal Nurses’ national convention in Orlando, Florida to gauge NANN members’ preferences between the original push-forward trigger babyLance device and a newly designed pull trigger model.

+ original heelstick design did not meet expectations

+ users engaged during reinvention process

+ NANN members surveyed for trigger preferences

Problem Definition

Within only a few months after launching its new babyLance® infant heel incision device in 2010, MediPurpose® soon discovered that the device was not fully meeting the preferences and expectations of users in the U.S. market. The device’s “push-forward” trigger—a design change from the “push-down” or “pull” trigger mechanisms offered by some competing brands—was identified as one key issue.

This issue was further impacted by geography. In the United States, where heelsticks are commonly used for infant heel incisions, a limited range of heelstick device models had influenced users’ preferences and expectations.

In Europe, where heel incisions are commonly performed with fingerstick devices, there was less demand for heelstick devices in general, with limited preference for a particular trigger style. Subsequently, the babyLance’s push-forward trigger was more readily embraced.

In a market where heelstick users’ preferences had been shaped by the existing competitors’ pull or push-down triggers, MediPurpose needed to prudently conclude which trigger type it would use on its reinvented babyLance heelstick.



The original, “push-forward trigger” babyLance heel incision devices.

+ less familiarity with “push-forward” trigger in United States

+ European preference for fingerstick devices

+ validation of trigger type for reinvented device

Surveying NANN Membership to Validate User Preference

+ 142 NANN members surveyed

+ compared original “push-forward” trigger to prototype “pull” trigger

+ indicated significant preferences for new “pull” trigger

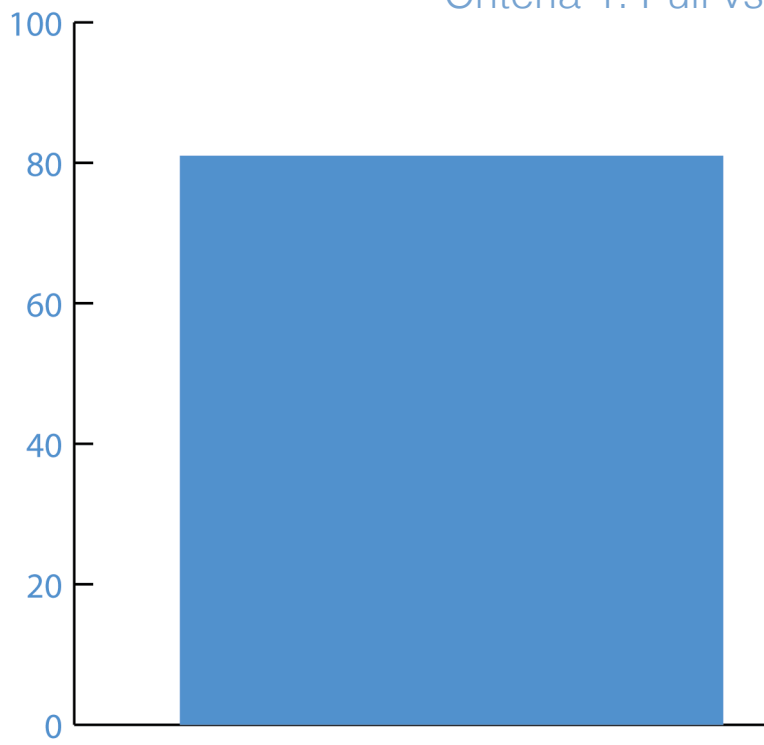
In its unambiguous mission of carefully listening to its customers and end-users throughout the babyLance® infant heel incision device’s reinvention process, MediPurpose® conducted a survey at the National Association of Neonatal Nurses’ national convention in Orlando, Florida in September 2011 to gauge NANN members’ preferences between its original device’s “push trigger” and a newly designed prototype’s “pull trigger.”

The survey of 142 participants indicated a convincing preference for the new pull trigger—both in regards to the trigger’s activation mechanism and design.

Among the survey’s 16 criteria, five were fundamental to MediPurpose’s decision to use a pull trigger in its new babyLance design:

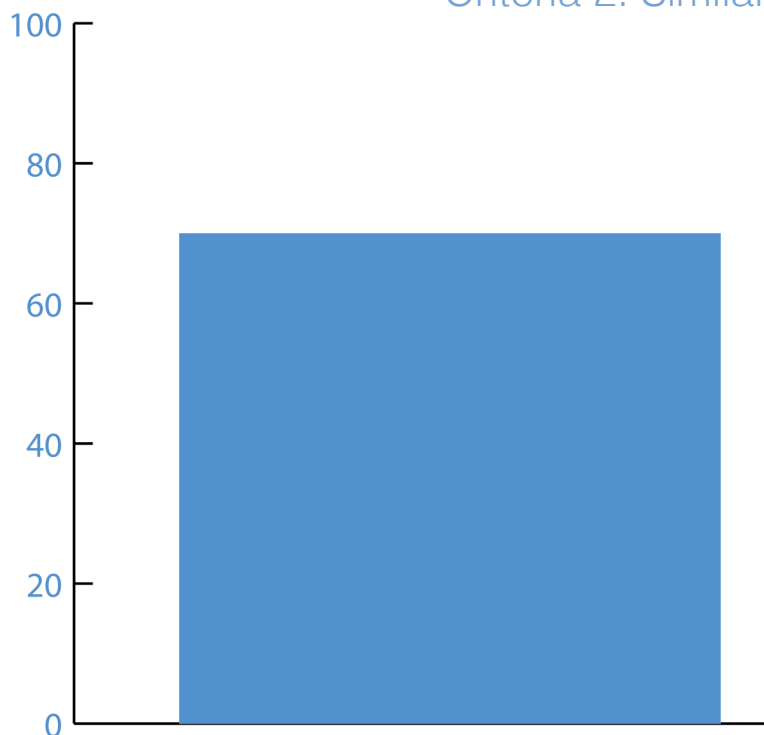
- **Criteria 1:** Pull vs. push trigger activation preference
- **Criteria 2:** Similarity to home facility’s trigger activation
- **Criteria 3:** Pull vs. push trigger comfort
- **Criteria 4:** Pull vs. push trigger ease of use

Criteria 1: Pull vs. push trigger activation preference



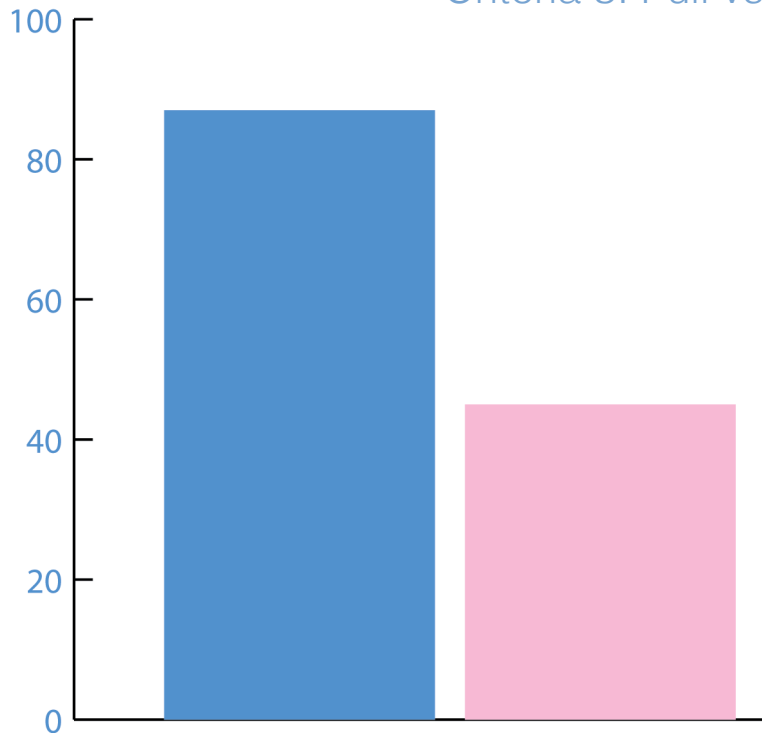
81 percent preferred the new pull trigger (blue area) to the original push-forward trigger.

Criteria 2: Similarity to home facility device's trigger



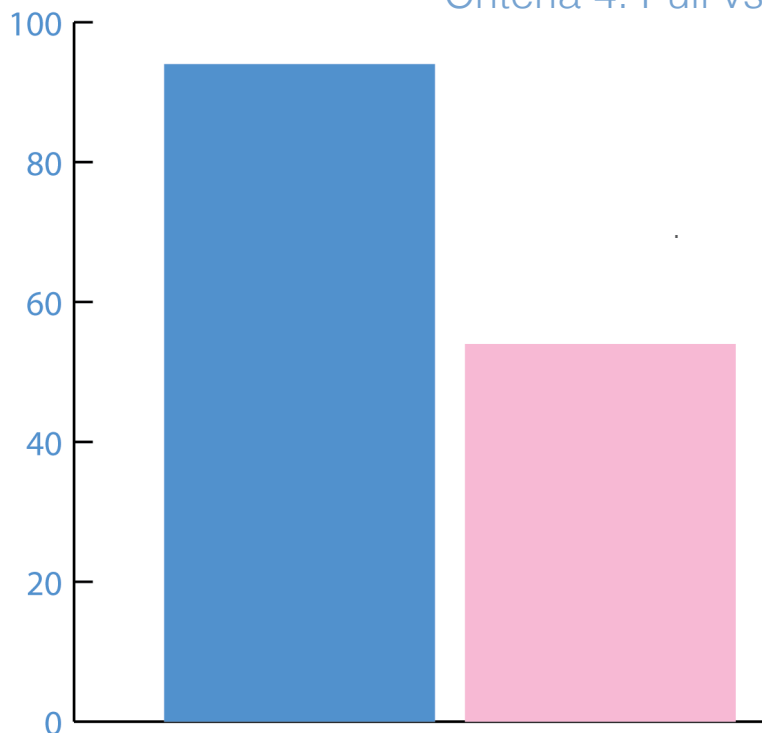
70 percent said the new pull trigger most closely approximated their home facility device's trigger (blue area).

Criteria 3: Pull vs. push trigger comfort



87 percent said the new pull trigger was comfortable to use (blue area), as compared to 45 percent that said the original push-forward trigger was comfortable (pink area).

Criteria 4: Pull vs. push trigger ease of activation



94% said the new pull trigger was easy to activate (blue area), as compared to 54 percent that said the original push-forward trigger was easy to activate.

Summary of Survey Results

MediPurpose's survey of 142 NANN members indicated a preference for the redesigned babyLance® heelstick's "pull trigger" activation mechanism and design.

Business Benefits of Listening to End-users When Reinventing the babyLance®

After listening carefully to the end-users, MediPurpose® launched a redesigned “pull trigger” babyLance® infant heel incision device in August 2012 that will satisfy the unique needs of both its end-user customers and distribution partners.

The company’s confidence is fostered by the knowledge that its new heelstick device:

- Is designed with intensive input from a diverse range of highly qualified users.
- Provides a preferred pull trigger activation mechanism that is comfortable and easy to use.
- Is assured to provide safety and quality from a proven and trusted manufacturer with worldwide distribution channels.

Additionally, this interactive process further validates MediPurpose’s medical product innovation process and capabilities.

Calls to Action

- [Learn more about babyLance®](#)
- Please visit www.medipurpose.com/babylance.

- [Request no-cost samples and pricing](#)
- Please visit medipurpose.wufoo.com/forms/q7x3s5/

- [Participate in clinical evaluations](#)
- Please e-mail sales@medipurpose.com.

- [Arrange for in-servicing from an approved distributor](#)
- Please e-mail sales@medipurpose.com.



Advanced Heel Incisions

Our babyLance device was developed with over ten years of proven product development expertise, and leveraging the advanced thinking behind our SurgiLance® lancet. The result is a precise, safe and consistent device specifically designed for babies.



Performance You Will Appreciate

The proprietary spring design provides a swift pendulum action of the cutting blade that makes a gentle incision and complies with CLSI LA4-A5 guidelines¹.

Easy on You and Baby

The industry's easiest trigger reduces finger pressure and activation distance for improved stability and incision quality, which greatly minimizes the risk of bruising.

Fits Your Hand Like a Glove

Designed with you in mind. Ergonomically, the dimples give you a secure grip. While functionally, the device cradles the baby's foot for stability and reduced rock, with visual markings that enable better alignment and a more accurate incision.

The Perfect Incision Every Time

The innovative spring design controls the consistency of the depth and width of the incision for better blood flow, without touching the baby's tender nerve fibers.

4 Easy Steps



1. Select an incision site on the flat bottom surface of the heel, then clean the area.



2. Remove the Trigger Lock, but do not pull back the trigger until ready for use.



3. Align the Blade Slot with the incision site using the visual marking and pull the trigger back with your index finger. Discard.



4. Gently wipe away the first droplet of blood, then collect the desired quantity. That's it.

Product	Code	Incision Depth	Color	Packaging
Premie	BLP	0.85mm	Pink	50/box 200/case
Newborn	BLN	1.00mm	Blue	50/box 200/case

[medipurpose.com/babylance](https://www.medipurpose.com/babylance)

1. Clinical and Laboratory Standards Institute. Blood Collection on filter paper for newborn screening programs – Fifth Edition; Approved Standard. CLSI document LA4-A5. Wayne, PA: CLSI, 2007.

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