

# Excellence in Newborn Hearing Screening

by Maico Diagnostics

## MB 11 BERAphone® Baby Screener



MB 11 BERAphone® Pictured

**No costly disposables  
and so easy to use.**

[www.maico-diagnostics.com](http://www.maico-diagnostics.com)



# MB 11 BERAphone® - No Costly Disposables



- Re-usable electrodes and integrated earphone reduce operating costs significantly
- Green technology reduces medical waste
- Fast rate ABR technology with patented "CE Chirp" leads to shorter test times
- Tracking & data export functions support customer's selection of UNHS database options

## So Easy To Use...

### The Only Automatic ABR Screener without Adhesive Electrodes



Apply electrode gel at the 3 electrode sites on the baby's head



Place a drop of electrode gel on the integrated electrodes



Position the MB 11 BERAphone®, surrounding the baby's ear with the earphone and resting the electrodes on the prepared sites

### Why Screen with Automatic ABR?

The auditory brainstem response (ABR) reflects the function of the entire auditory pathway up to the brainstem. While both ABR and the alternate screening technology of otoacoustic emissions (OAE) detect cochlear hearing loss, only ABR detects auditory neuropathy.

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# Big Savings with the MB 11 BERAphone®

How much money can YOUR newborn hearing screening program save by using a Maico MB 11 BERAphone®?

Let's See!

MANUFACTURER & MODEL	POPULAR BRAND X	MAICO MB 11-BERAPHONE® (W/ CART OPTION)
List Price	\$22,500.00	\$18,500.00
Disposable Costs Per Baby	\$10.00	\$0.25
Babies Screened/Year	2,000	2,000
Annual Disposable Costs	\$20,000.00	\$500.00
Estimated Cost Savings/First Year	–	\$23,500.00
Estimated Cost Savings Over 5 Years	–	\$101,500.00
Cost/Baby Amortized Over 5 Years	\$12.25	\$2.10
Disposables Required	Ear Couplers and Disposable Electrodes	Electrode Gel & Disinfectant Wipes

Even if Popular Brand X new system price is significantly discounted, the major savings using MB 11 BERAphone® is in the cost of disposables over the life of the system!

## Think Your Current System is Too New for Replacement?

Think about this. If you purchase an MB 11 BERAphone® for \$18,500 and screen 2000 babies per year, saving \$19,500 in disposable costs annually, you will have paid for the cost of the MB 11 BERAphone® system in the first year of use. After this, your operating costs for subsequent years will remain around \$500 for 2000 babies. Popular Brand X, that uses disposable electrodes and ear couplers, will continue to cost you \$20,000 in disposables every year that you use it.



## MAICO's Long History of Hearing Instrument Manufacturing

The Medical Acoustic Instrument Company (later shortened to MAICO) was founded in 1937 in Minneapolis, MN. MAICO designed and produced the first hearing test instrument with a "zero reference level", coining the term "audiometer". For the first time it was possible to accurately measure hearing loss.

Since then, Maico has continued to design and manufacture screening and diagnostic test instruments for the hearing healthcare industry. The MB 11 BERAphone® and Standard evolved over 12 years of research and development. They are intended to generate evoked auditory brainstem response (ABR)-based measurements for newborn hearing screening, providing a Pass/Refer result. Use of the MB 11 BERAphone® does not require special technical skills or interpretation of results.

## User Testimonial

*"A challenge facing every industry—and the medical field in particular, is how to be environmentally responsible without being financially reckless. Our hearing screening company endeavors to be an environmentally friendly company by seeking out the latest technology in reducing landfill waste and our hospitals' impact on the environment. We purchased several Maico MB 11 BERAphone® systems to place in our hospital screening programs. With the MB 11 BERAphone® we can avoid the use of silicone disposables, which will help reduce landfill waste and save our company thousands of dollars per year. After a few weeks of adjustment to the MB 11 BERAphone®, our screeners now prefer using the MB 11 BERAphone®."*

– CEO, Infant Hearing Screening Company

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# Equipment Configurations

## The MB 11 BERAphone® Laptop Cart Package Features:

- Large, 4-wheeled cart with built-in handle maneuvers easily
- Locking compartment provides security for the system laptop
- Three bins offer ample storage for supplies and documents
- MB 11 BERAphone® bracket provides convenient storage and easy electrode gel application
- Long-life laptop battery allows transport between rooms without PC reboot plus hours of testing on battery power
- Washable mouse and keyboard support cleaning/disinfection



## The MB 11 BERAphone® Softside Case Package Features:

- Custom case provides easy system storage and transport
- No need to remove components for testing; open the cover and begin testing
- Pockets provide storage for supplies
- Netbook computer's small footprint keeps the system compact
- Label printer prints results on adhesive label



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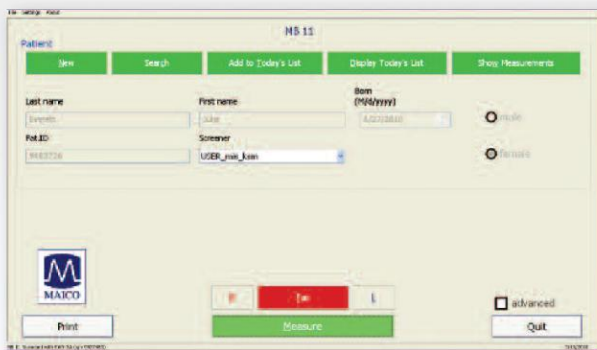
# MB 11 Classic

## Advanced Technology, Familiar Package



- The same advanced, fast rate ABR technology as the MB 11, but in a more familiar hardware package
- Uses familiar disposable electrodes and ear tips
- Combine Classic and Beraphone hardware into one system for ultimate flexibility

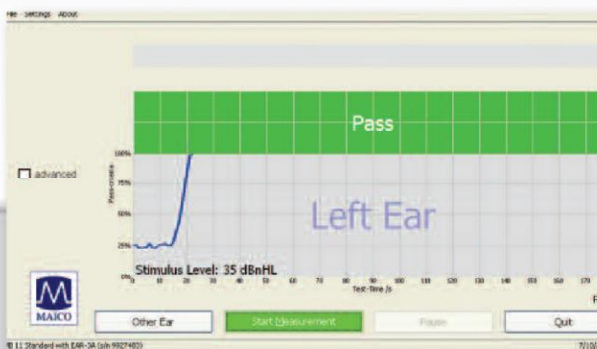
## User-Friendly Software



Simple user interface enhances ease of training.



"Traffic light" display for electrode contact and test quality provides easy to understand feedback to screeners.



Patented chirp stimulus and advanced response detection algorithm allow fast test times.



Oz and HiTrack compatible export functions available.

# Innovation, Continuity, Reliability,

## MAICO Product Line:

- Screening Audiometers
- Diagnostic Audiometers
- Middle Ear Analyzers
- OAE Test Systems
- Newborn Hearing Screening
- PC Compatible Products

This brochure contains only a small segment of the comprehensive product portfolio of MAICO. To find out more about other solutions, please contact us at:

**Telephone: 888-941-4201**



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