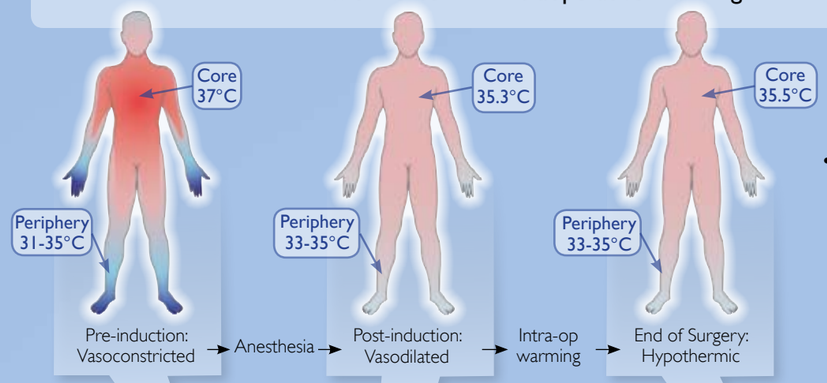
Yesterday's standard practice = Intra-op hypothermia

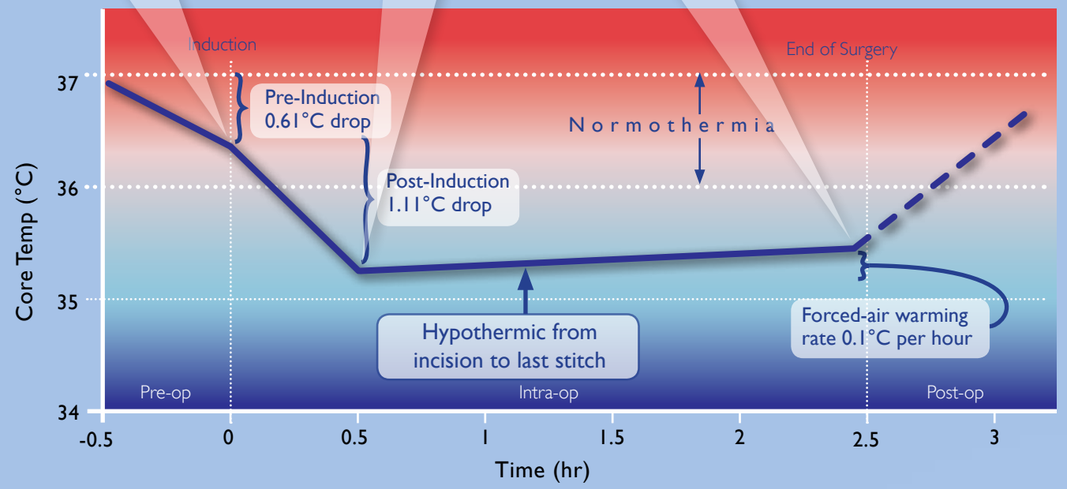
INTRA-OP HYPOTHERMIA

Typical Pattern of Hypothermia During General Anesthesia with Forced-Air Intraoperative Warming



Anesthesia causes hypothermia

- Anesthesia causes vasodilatation and a free flow of warm blood from the core to the cooler legs (periphery). This causes a rapid drop in core temperature—"redistribution hypothermia."



Intra-op forced-air warming cannot prevent redistribution hypothermia

- A review of 10 published studies reveals the average pre-induction temperature loss is 0.61°C[1-10] and the average post-induction redistribution temperature loss is 1.11°C[6-13].
- Forced-air warming typically begins immediately following induction, but it does *nothing* to prevent the initial combined 1.72°C[1-13] drop in temperature. Most patients quickly become hypothermic after induction.

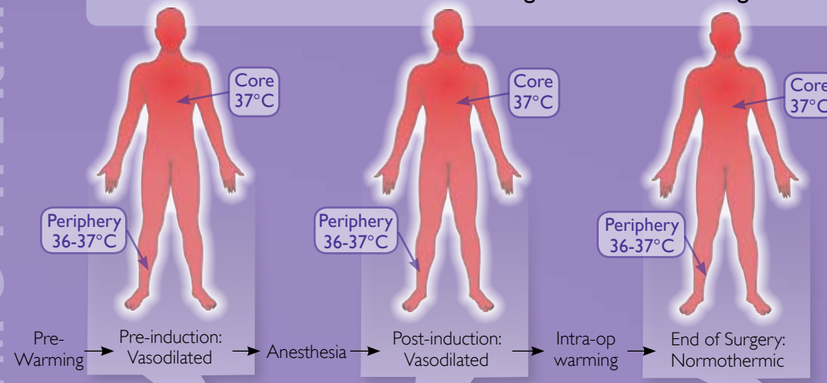
Forced-air warms *only 0.1°C per hour*

- The average of 10 published studies shows Bair Hugger® (forced-air warming) intraoperatively warms patients at **only 0.1°C per hour.**[4-9,11,13-15]
- In a 2.5 hour surgery patients are frequently hypothermic from incision to the last stitch.
- Intraoperative warming with forced-air does not reliably prevent hypothermia, and it's also expensive.

Tomorrow's standard practice = Flatline™ normothermia

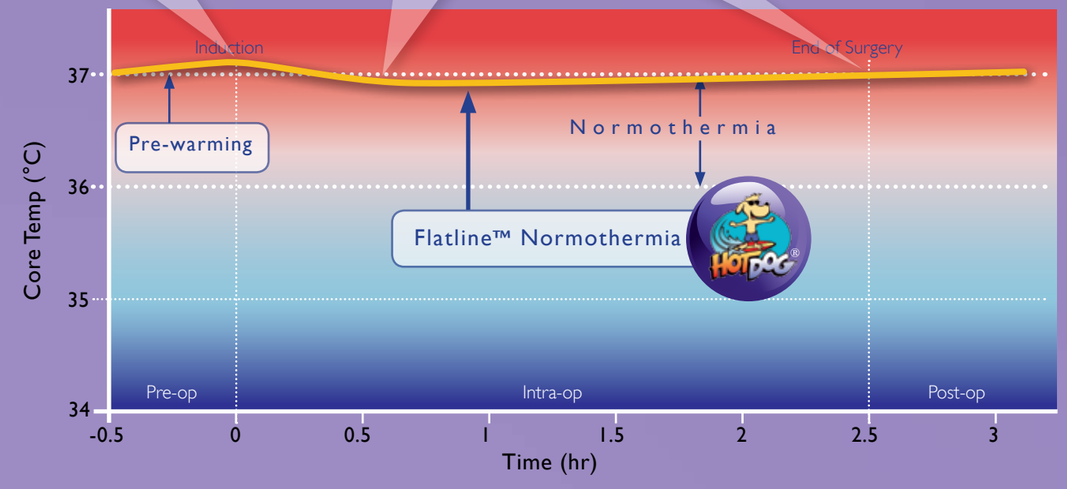
FLATLINE NORMOTHERMIA

Typical Pattern of Normothermia During General Anesthesia with Hot Dog® Flatline™ Warming



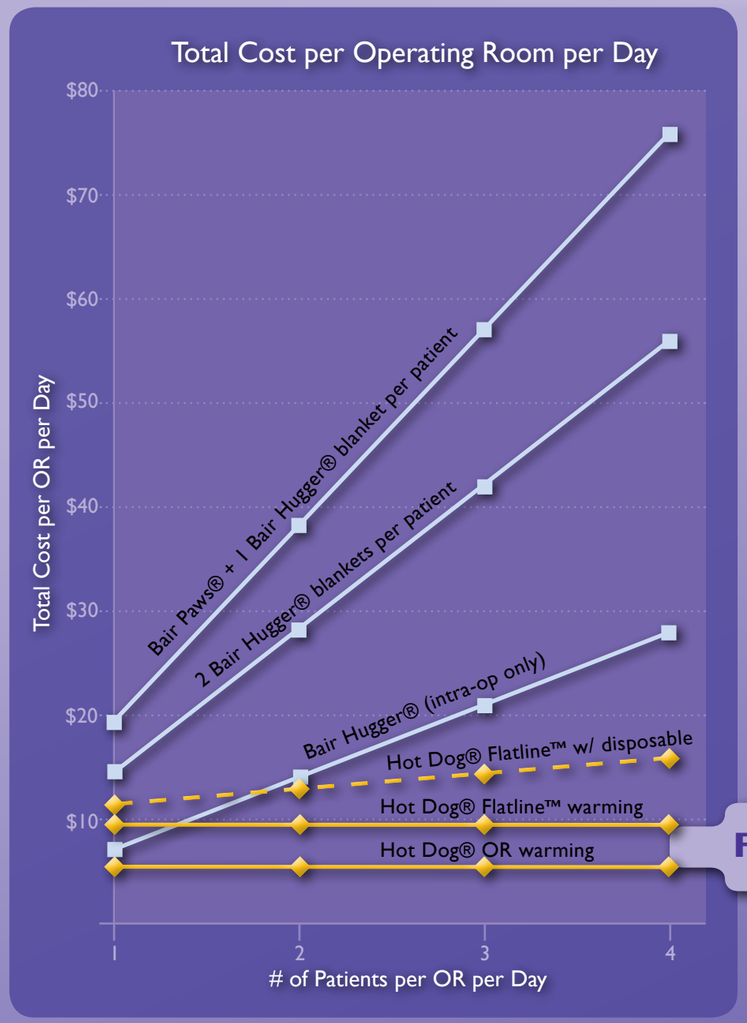
Pre-warming prevents hypothermia

- A continuum of warming throughout the perioperative process is necessary to prevent unintended hypothermia. Pre-warming the legs prior to induction is the *only* way to prevent the "redistribution hypothermia" resulting from anesthesia.



Pre-Op	Intra-Op	Post-Op
		
• Hot Dog® warming is designed to warm patients at every stage of the surgical process in a low-cost, highly effective manner.	• Continuing to warm the patient intraoperatively will maintain a normothermic body temperature throughout the case.	• The patient never becomes hypothermic and avoids the risks associated with hypothermia: increased wound infections, increased bleeding and increased morbid cardiac events.

Flatline™ Normothermia *and* Flatline Costs



Normothermia isn't the only Flatline you'll get with Hot Dog®!

- Hot Dog warming provides Flatline normothermia for a Flatline cost of less than $10 per day—that's $10 total for all patients in that operating room that day!
- Even if yesterday's standard practice of only warming intra-op is your preference, try Hot Dog warming at around $5.25 per OR per day!

Hot Dog® Flatline™

The NEXT WAVE in Temperature Management

www.HotDogWarming.com

FLATLINE COST

Need yet another reason to go [air-free] in the operating room with Hot Dog?
Visit www.BlowingAirIsRisky.com to learn about the risks of blowing air in the OR.
Whats growing inside *your* hot-air blowers?

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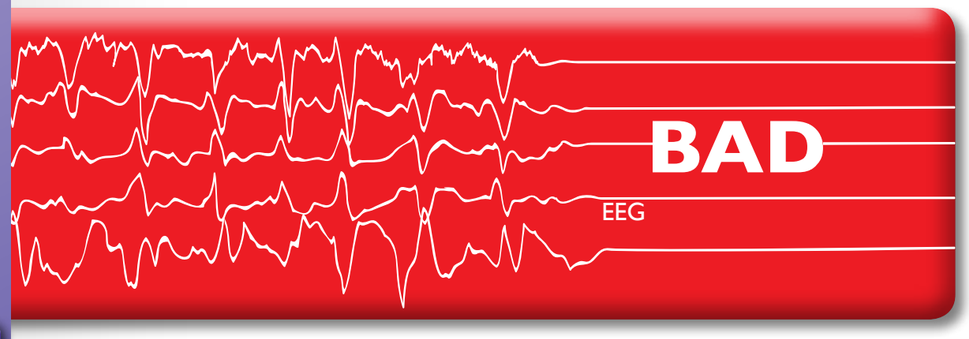
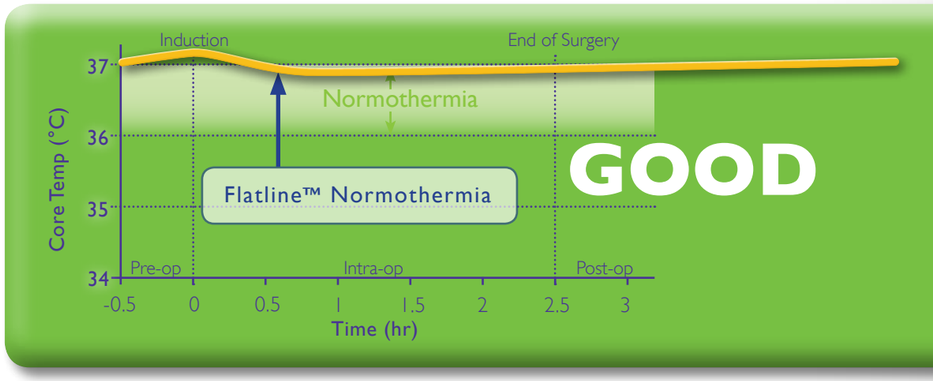
Not All Flatlines Are Bad.





The NEXT WAVE in Temperature Management: Flatline™