



ILLUMINATING SOLUTIONS

Medical Device Is Changing Patient Care

By Symone C. Skrzycki

The scene: A hectic emergency room.

The patient: An individual with life-threatening injuries.

The challenge: Intubating him, which involves inserting an endotracheal tube through the mouth and into the airway.

“Unfortunately, this patient – like most trauma patients – had a lot of secretions in his airway like blood and vomit, so the physicians couldn’t get a clear view of the vocal chords,” explains Maggie Galloway, chief executive officer and co-founder of Inscope Medical Solutions.

It was the catalyst that “sparked the idea for this very simple solution”: Inscope™ Direct.

“The direct laryngoscope is integrated with controllable suction, so it keeps the airway clear throughout the entire procedure and allows the physician’s other hand to really focus on the critical task of passing the breathing tube into the airway,” Galloway remarks. “There aren’t any other laryngoscopes with integrated suction on the market today. While it seems like a very simple invention, it’s an enabling technology. With the integration of suction, suddenly this procedure becomes much easier and safer for the patient.”

Intubation occurs in four settings: pre-hospital (in ambulances, on the battlefield) or at hospitals in the emergency department, intensive care unit and operating room.

Clearing the way

Inscope was launched in 2014 by Dr. Mary Nan Mallory (one of the physicians in the above scenario) and Adam Casson. At the time, the company was based in Louisville. But the team relocated across the Ohio River to downtown Jeffersonville in December 2016.

“We made the decision to make the leap based on an investment from Elevate Ventures,” Galloway recalls. “We met their team and really clicked, and had the opportunity to relocate and decided to take it.”

Inscope quickly made an impression on Indiana’s entrepreneurial culture and vice versa.

“I’ve found that the health care environment in Indiana in particular is strong,” Galloway asserts. “With companies like Cook and Eli Lilly, there are a lot of individuals with deep domain expertise in life

sciences that are able to advise us that have been very welcoming and very supportive of our company.”

Some of the key advantages for Inscope Direct:

- Single-use device (eliminates the risk of cross contamination)
- Built-in LED light source: “All laryngoscopes have lights on them because the airway is a dark space and illumination helps the physician with navigating the airway. It’s important to us that we provide an exceptional light source.”
- Innovative blade size: “Today, there are two sizes for adults – size three and size four. ... By providing the 3.5 size, (which is) between the two adult sizes, we provide something that works for almost all adults.”



Maggie Galloway, chief executive officer and co-founder of Inscope Medical Solutions, demonstrates the company’s innovative product at a prominent emergency medical conference.

- Ergonomic design: “It’s funny. The competitor products that you see in the market in the direct laryngoscope space have this very sharp corner to them. And intubation is kind of a physically demanding procedure – you have to lift with your upper body, lift the jaw of the patient up. By rounding that corner, we actually provide a much more comfortable grip for physicians. That’s a big one for us.”

Timing is everything

Last June, Inscope took top honors in the Venture Club of Indiana’s Innovation Showcase Pitch Competition at the inaugural inX3 conference.

“The timing of that couldn’t be better,” Galloway shares. “We’d very recently moved to Indiana and were trying to get our feet wet in the ecosystem. Winning that was a catalyst to getting our name out and getting to meet some of the movers and shakers in both the start-up ecosystem and the life sciences ecosystem in Indiana.”

She’s grateful for the \$100,000 prize, but points to something she considers even more valuable – meeting people throughout the process.

The idea that time is of the essence also propels Inscope Direct, launched in fall 2017.

“Using the Inscope Direct is addicting,” Mallory emphasizes from the physician’s perspective. “It’s easy to use and the controllable suction in the mouth throughout procedures keeps the right hand free to focus on passing the endotracheal tube. Being able to easily suction while starting and throughout the intubation process is a game changer. It makes the first view a clear view, simplifying direct laryngoscopy every time.”

Just the beginning

Patience is the name of the game when transitioning from concept to physical product in the manufacturing or hardware realms.

“It’s different than software start-ups where you can very quickly get something produced and then start to get initial feedback from users and get people actually using your technology,” Galloway surmises. “There are other challenges to software companies, but that in particular has always been something I’ve been a little jealous of in my friends who have (them). With hardware, it’s such a long road from the point at which you decide you

want to innovate on a new product. In the medical device space, it’s even longer because of the regulatory hurdles that have to be cleared.”

But it’s worth the wait. That’s evidenced in her voice as she describes how Inscope conducted hands-on demonstrations at the American College of Emergency Physicians Assembly last fall.

“It was really exciting, after the last three years of work, to see our product in the hands of physicians,” Galloway declares. “This conference is the largest and most well-known emergency medicine conference, so it’s just very exciting to see how excited the physicians were about the technology.”

“We get a lot of, ‘Why didn’t I think of this?’ because it’s a pretty simple, elegant solution. It’s exciting when you resonate to that extent with your users.”

Work is also underway on a video laryngoscope that wirelessly streams to a tablet (slated for release toward the end of 2018). “It makes that technology accessible in a lot of places that it hadn’t been accessible previously,” Galloway comments.

A pediatric version also is planned for the future.

RESOURCE: Inscope Medical Solutions at www.inscopemedical.com