

## 3M™ Littmann® Stethoscopes Authorised Distributor Newsletter

### Graduation

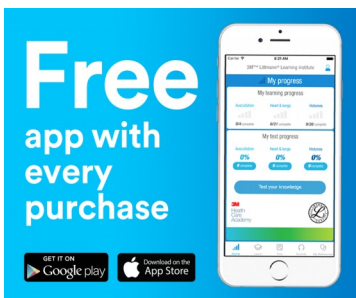
For millions of students (medical, nurses, professions allied to medicine, veterinary) in countries all around the world, formal studies are coming to an end and the long-awaited graduation approaches as they move from education into the world of medicine as healthcare professionals.

At this time, it is very common for friends and family to purchase gifts for their loved ones as they make this transition.

What better than a Littmann stethoscope to celebrate this big personal event, and what better stethoscope to gift than the 3M™ Littmann® Cardiology IV™



The **3M™ Littmann® Cardiology IV™ Stethoscope** offers high acoustic sensitivity, enhanced comfort, and several advanced features which contribute to improved overall acoustic performance. Add to this the versatility of a two-sided chestpiece (one side sized for adults and one for pediatric patients), and a wide range of tubing color and chestpiece finish combinations, and you can be sure that there is a stethoscope to fit with everyone's style.



### Download the app

Remember too that the 3M™ Littmann® Learning Institute Ap can be downloaded through iTunes App Store or Google Play, and the locked content can be unlocked at no additional cost, using the stethoscope serial number<sup>1</sup>.

The 3M™ Littmann® Learning Institute App is free with the purchase of any Littmann stethoscope<sup>2</sup>. Download the app to your mobile device and practice learning diagnostic skills using patient scenarios to listen to authentic heart and lung sounds — then test your knowledge! Track progress and win badges as you master your auscultation skills.

Unlock the full content of the app with the serial number found on the chestpiece of your Littmann stethoscope<sup>2</sup>.

As a Littmann Approved Dealer we strongly recommend that you connect with universities and medical schools or student association to make best use of this huge opportunity!



## **Stethoscope History**

It all started with a paper tube.

Modern stethoscopes: 200 years in the making.

In 1816, French physician Rene Laennec invented the first stethoscope using a long, rolled paper tube to funnel the sound from the patient's chest to his ear.

Accounts vary on exactly how Laennec created his invention, but it was clear from the beginning that the acoustic properties of the tube greatly improved Laennec's ability to hear vital heart and lung sounds. Laennec coined the name "stethoscope" from two Greek words: stethos (chest) and skopein (to view or see). He also called his method of using the stethoscope "auscultation" from "auscultare" (listen). Twenty-five years later, George P. Camman of New York, developed the first stethoscope with an earpiece for each ear. This design would be used for more than 100 years with very few modifications.

### **Acoustic advancement.**

It wasn't until the early 1960s that Dr. David Littmann, a Harvard Medical School professor, distinguished cardiologist and recognised international authority on electrocardiography, patented a revolutionary new stethoscope with vastly improved acoustical performance. He helped to transform a simple listening device into a powerful diagnostic tool. 3M acquired Dr. Littmann's stethoscope business a few years later and continued to refine and improve on his designs.

### **Maintaining relevance in 21st century medicine.**

Today, 3M™ Littmann® Stethoscopes are the diagnostic instruments that millions of medical professionals around the world use and depend on every day.

Clinicians who take the time to learn and practice auscultation are rewarded with a valuable skill that helps them quickly assess, diagnose, and monitor their patients.

Stethoscopes are also an important way for clinicians to make first contact with their patients. Using a stethoscope gives a doctor or nurse permission to "touch" a patient without actually touching.

It helps break the ice, ease apprehension, and establish connection and rapport. The first use of a stethoscope makes patients feel that they're being treated the right way.

Numerous 3M innovations such as tunable diaphragms, Ambient Noise Reduction, and Bluetooth® stethoscope connectivity<sup>3</sup>, have extended the capabilities of Littmann stethoscope far beyond Laennec's (and perhaps Dr. Littmann's) wildest dreams.

Littmann stethoscopes have become the gold standard by which all other stethoscopes are judged.

The brand that delivers superior acoustics, innovative design, and exceptional performance.

Follow Littmann on Littmann website and social media LinkedIn, Facebook and Instagram - official 3M™ Littmann® account



# See yourself in our new Mirror finish!

Available exclusively on the 3M™ Littmann® Cardiology IV™ Stethoscope.



## 3M™ Littmann® Stethoscope COUNTERFEIT DEVICES

3M has seen a growing number of counterfeit devices in the marketplace during 2017– especially being sold through online auction sites such as eBay.

Due to the relatively low cost and ease of access to high-quality printing, these counterfeit devices have much-improved packaging, which makes it very difficult for purchasers to distinguish them from a genuine Littmann stethoscope without a detailed assessment.

The hologram, present on the box of every genuine Littmann stethoscope, is also reproduced on the counterfeit packaging. However, as this is just an image, it does not respond properly when viewed with a light source.

Until recently, only Classic II and Master Classic counterfeit models had been identified, but in recent weeks we have identified counterfeit copies of the Littmann Classic III.



It is vital that we all remain vigilant and continue to educate customers on the importance of only purchasing Littmann stethoscopes and spare parts from one of our authorised distributors. These can be easily identified by their use of our “Authorised Distributor” logo.

For more information, please contact your Littmann stethoscopes channel manager or visit the Littmann website.

Developed and written by A Eming, JP Robinson and YM Le Guern

<sup>1</sup> Serial numbers from stethoscopes up to three years old may be used

<sup>2</sup> Excludes Select and Lightweight models

<sup>3</sup> Littmann 3200 digital Stethoscope

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Medguard Professional Healthcare Supplies

Tel: +353 (0) 1 8352411

Email: [sales@medguard.ie](mailto:sales@medguard.ie)

Fax: +353 (0) 1 969 5009

Website: [www.medguard.ie](http://www.medguard.ie)