



## ICON™ Aims for America

**Fisher & Paykel's latest entry in the CPAP market pushes the aesthetic envelope, while weaving in proprietary ThermoSmart™ technology to match clinical effectiveness with sleek design.**

Style has officially caught up with functionality. Gone are the days of the unattractive medical box, replaced by CPAP units that are compact, contemporary, and at home in the modern bedroom.

Engineers at Fisher & Paykel Healthcare designed the F&P ICON™ with this new paradigm in mind, using input culled from in-depth patient and clinician feedback. On the global market for just 10 months, the ICON is aiming to capture market share in a highly competitive niche.

Many sleep professionals in the United States have seen the ICON, and Masoud Vahidi, senior product manager, Fisher & Paykel, Irvine, Calif, says the global reception has been enthusiastic. "On CPAP online forums, every discussion we have seen has been very positive," says Vahidi. "We have shown the products to American customers over the past few months, and respiratory therapists and sleep technicians are wowed. We still get calls from patients asking where they can get one, so there is great excitement."

Clinicians have embraced the ICON's ThermoSmart™ technology which brings efficient humidification for added comfort, 10% lower airway resistance,<sup>1</sup> and an elimination of condensation. Recent studies found that ThermoSmart™ delivered high levels of humidity without causing condensation.<sup>2</sup>

### Appealing to Patients

The unseen innards of the modern CPAP are undeniably important to clinical effectiveness, but patients also respond to looks. Manufacturers such as Fisher & Paykel have worked hard to foster this emotional connection, and the results are evident.

With neutral colors, Vahidi believes the ICON can discreetly blend into the bedroom environment. Since it also comes with full digital clock capabilities, it can free up limited space on the

nightstand. "It will fit well, in a patient's bedroom," says Vahidi. "It has a forward facing display and a clock that blends in well with what people usually have on their night-stand—a radio, phone, a book. In the past, a lot of patients have elected to take their CPAP units off the nightstand and hide it underneath the bed.

Vahidi believes the marketing slogan of "stylish on the outside, smart on the inside" will remain key for American patients and clinicians. "Having an integrated humidifier represents a vertical design that is something our competitors don't have at this point," adds Vahidi. "The humidifier is hidden inside the machine. If you turn the lid on top, the humidifier is in that chamber."

Clinicians did get a peak at the unit's vertical design during the 2010 American Professional Sleep Societies' (APSS) show in San Antonio. "We had a fantastic reaction from what was one of the biggest sleep shows in the last few years," says Suzanne DeBow, with F&P.

As for distribution channels, F&P remains committed to home care providers and sleep laboratories, similar to the way they have rolled out previous products.

The F&P ICON™ Auto can be used for titration, and as a long-term treatment solution for patients, particularly those experiencing:

- pressure intolerance;
- pressure requirements greater than 10 cm H<sub>2</sub>O;
- REM or positional OSA;
- incomplete laboratory titration;
- planned weight changes (future bariatric surgery); and
- returning symptoms after long-term CPAP use.

Another feature of the ICON Auto is SensAwake™, a technology with the ability to sense the pattern of irregular breathing which occurs at the transition from sleep to awake, and promptly reduces pressure to aid the transition back to sleep. Additional InfoSmart™ technologies provide a range of communication and reporting options to suit patient management preferences of individual medical practices.

The F&P ICON™ comes in three different models to provide therapy to a large cross section of OSA patients. The Auto provides flexibility in pressure modes and full efficacy reporting, while The Premo meets demand for fixed pressure,

in addition to efficacy reporting. Finally, The Novo is a standard CPAP with basic compliance reporting.

- Virag R. Evaluation of the performance of CPAP heated humidifiers for use in sleep apnea therapy: a comparative study of humidification effectiveness Sleep 2008; 31: A382.

**References**

- Massengill JS & Lewis KL. Effect of humidification on titration pressure in obstructive sleep apnea Sleep 2009; 32: A217.

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