

# Clearance for 1 Masimo Device, Good News on 2nd

## Oximeter OK'd, EMMA, SET Studies Presented

**M**asimo Corp., an Irvine-based maker of patient monitors, finished out October on a fast pace.

It received 510(k) clearance, a Food and Drug Administration standard device clearance, for its MightySat Rx, a pulse oximeter that's attached to a patient's finger and incorporates the company's Masimo SET technology.

The device maker said MightySat uses the same technology as its hospital monitors. MightySat noninvasively measures a patient's arterial oxygen saturation, pulse rate, perfusion index and optional pleth variability, which is a measure of respiratory performance.

MightySat is "an impressive device in a very compact form factor that provides clinicians easy access to patient data," said **Joe Kiani**, Masimo's chief executive.

The device has three versions, including a pair enabled with Bluetooth that allow iOS and Android mobile devices to display, trend and communicate measurements made on the device using Masimo's professional health app.

Separately, Masimo said a pair of clinical



**Katz: new CFO of MemorialCare's Long Beach hospitals**

studies using its technologies was presented at the American Society of Anesthesiologists' annual meeting in San Diego.

One of the studies looked at Masimo's EMMA portable capnometer, which allows measurement of patients' ventilation, circulation and

metabolism, in children who were under general anesthesia to undergo surgery, against a traditional capnometer made by GE Health.

The study showed that EMMA "may be useful for general anesthesia in out-of-operating room or in case of cardiopulmonary resuscitation, bedside respiratory care and patient transportation," said Dr. **Yuko Nawa**, the study's author who practices at the **Hokkaido Medical Center for Child Health and Rehabilitation** in Sapporo, Japan.

Masimo's second study also came out of Japan and looked at pleth variability in spontaneously breathing adults during regional anesthesia, or numbing only of a particular body area under surgery.

That study was by Asahikawa Medical University in Hokkaido and evaluated the association of pleth variability from Masimo SET pulse oximetry and changes

in blood pressure induced by dexmedetomidine, an intravenous sedation drug that can also cause hypertension or hypotension that may increase patient risk. The study concluded the device can predict whether the drug will affect patients' blood pressure during surgery.

### LB Hospital CFO Named

Fountain Valley-based hospital operator **MemorialCare Health System** named **Yair Katz** chief financial officer of its three Long Beach hospitals.

MemorialCare also owns **Orange Coast Memorial Medical Center** in Fountain Valley and **Saddleback Memorial Medical Center**, which has locations in Laguna Hills and San Clemente.

Katz succeeds **John Bishop**, who became chief executive of **Long Beach Memorial Medical Center, Miller Children's and Women's Hospital Long Beach** and **Community Hospital Long Beach** in June.

He was most recently assistant vice president and associate university controller for the University of Southern California, where he was responsible for reviewing the operational and financial performance of its three hospitals on a monthly basis and the redesign and implementation of their financial system.

Katz spent his early career in public accounting, including nine years with **PricewaterhouseCoopers** in Los Angeles.

### UCI Medical Center Honored

**UC Irvine Medical Center**, a teaching hospital in Orange, received an A grade from the San Francisco-based **Leapfrog Group** for its hospital safety. The Leapfrog Group rates how well hospitals protect patients from injuries, errors and infections.

UCI Medical Center officials said the hospital has received the top grade from Leapfrog for three consecutive reporting periods.

The nonprofit group serves large purchasers of healthcare. Its scores consider factors such as how often a hospital gives patients recommended treatment for a given medical condition or procedures; whether a hospital uses a computerized patient order-entry system to prevent medication errors; and what happens while a patient receives care, such as whether foreign objects were left inside the body during surgery.

### Bits & Pieces

The **Center for New Medicine** opened an integrative addiction treatment center in Irvine that combines medical, psychological and relational treatment methods for clients. ... Rancho Santa Margarita-based **Willowglade Technologies Corp.** introduced an app for the iPad and iPhone that allows users to manage their prostate cancer journeys.



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# Toll Roads of OC to Commuters: 'Enjoy the Drive'

## Campaign Includes Digital, Video, Mobile Ads

**T**he Toll Roads of Orange County launched a new advertising campaign, "Enjoy the Drive," that highlights the reasons it says people choose toll road: a stress-free drive and predictable commutes.

The campaign includes digital, video, radio and mobile ads aimed at increasing users from the more than 740,000 FasTrak and ExpressAccount current customers.

A 30-second video created by the **EverythingLA** ad shop in Irvine features a driver dancing away his Monday morning in the first parking spot at his workplace.

Online customer service on **TheTollRoads.com** is being revamped as part of the marketing effort to make it easier for customers to sign up, make a toll payment, or update their accounts.

The public agency oversees 51 miles of roadways on the 73, 133, 241 and 261.

### Unveiling at Sea

It's not going to be quite a debutante ball, but the Outlets at San Clemente has big plans for its four-day grand opening festivities this weekend.



**Print ad: rubber meets road in message about pursuing passions**

Mall management plans to light up a 40-foot Christmas tree on Nov. 14, among the tallest in the area. The ceremony will be followed by an outdoor concert featuring "Top 40 hit makers and rising stars," including American Authors.

The 325,000-square-foot outdoor mall—which overlooks North Beach in San Clemente and Sea Summit at the gated Marblehead community that's in the works—was developed by **Craig Realty Group** in Newport Beach. The shopping center is working with the Newport Beach-based public relations firm **Reveille Inc.** and **HeilBrice Inc.** in Irvine to develop its brand message.

Up north, Irvine Company's Fashion Island partnered with Disneyland Resort's Mickey Mouse and his pals to light the shopping center's holiday tree over the weekend. No one sung "Best Days of My Life," but Mickey brought snow. Now top that, Mr. Craig!

### Traction Gained

**Innocean USA** in Huntington Beach created "Never Halfway," the first advertising campaign for Wayne, N.J.-based **Hankook Tire America Corp.** that targets the domestic market as the subsidiary of **Hankook Tire** in South Korea continues to build its presence here.

The campaign launched during the World Series and "focuses on tapping into the American enthusiast community who embrace the 'Never Halfway' lifestyle," according to the company.

The ads show nature photographer **Chris Burkard's** journey up Pacific Coast Highway in his Hankook-tire-equipped SUV as he captures "the quintessential California coast sunset from atop the cliffs of Big Sur."

"We wanted to make sure that it not only resonated with an American audience but that we launched it at a time when Americans were paying attention," Hankook President **Hee-se Ahn** said in a news release. "The United States is an important market for Hankook and this new campaign will allow us to build greater awareness with consumers across the country to build Hankook into a top tier brand."

The campaign, which includes print, digital and TV ads, will appear on ABC Sports, the Discovery Channel, ESPN, Fox Sports, Google, the History Channel, the MLB Network, Motor Trend, Road & Track, YouTube and others.

### Kia-Griffin Saga

**Kia Motors America Inc.** in Irvine just released another set of comedy-infused TV commercials featuring NBA star **Blake Griffin**.

"[He's] a powerful force both on and off the court, and as a brand ambassador, he has helped raise Kia's profile during our rapid transformation over the last few years," **Tim Chaney**, vice president of marketing communications, said in a news release. "Our partnership with Blake has played a significant role in Kia becoming the most recognized automotive brand among basketball fans across the country, and in this new campaign he's back and better than ever with his distinctive deadpan humor."

The ads, created by Kia's advertising agency of record, **David&Goliath**, can be seen on cable and network NBA programming and on all of Kia's social and digital platforms.

### Bits & Pieces

**Bitcentral Inc.** in Irvine appointed **Ron Rosenthal** as its vice president of global sales and marketing. ... **Hyundai Motor America Inc.** in Fountain Valley earned the No. 1 spot in the automotive category on the **Brand Keys' 2015 Loyalty Leaders List**, which "examines customers' relationships with 753 different brands in 68 categories." The automaker marked a milestone last month—it sold its 10 millionth vehicle in the U.S.



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