

Handheld hemoglobin testing device wins coveted Stevie award

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Masimo Pronto-7 Wins GOLD Stevie Award for the Best New Health Product



Singapore: Masimo announced that its Pronto-7 handheld noninvasive hemoglobin, arterial oxygen saturation (SpO₂), pulse rate, and perfusion index spot-check testing device earned a 2012 GOLD Stevie American Business Award for the Best New Product or Service in the health and pharmaceuticals category.

This marks the fourth industry award the innovative Pronto-7 has won since its commercialization last year. The 2012 Stevie Award winners were honored recently at a presentation ceremony at the Julia Morgan Ballroom, Merchants Exchange in San Francisco.

The Pronto-7 is a palm-sized device designed for quick-and-easy noninvasive total hemoglobin (SpHb) spot-check testing, along with SpO₂, pulse rate, and perfusion index. Extremely lightweight at approximately 296g, the Pronto-7 delivers total hemoglobin measurement results—a physiological parameter that previously required an invasive blood draw and time-consuming lab analysis—in under one minute.

Offering needle-less and pain-free hemoglobin testing, the Pronto-7 is a cost-effective solution for immediate, on-the-spot hemoglobin testing that is raising the expectations of patients and clinicians alike to more advanced healthcare at the earliest moment of care.

"We are honored the Pronto-7 has earned a GOLD Stevie award, emerging atop an extremely competitive field this year," said Mr Joe Kiani, founder and CEO, Masimo. "The Pronto-7 incorporates some of Masimo's most advanced technology to help overcome many of the challenges and risks associated with invasive hemoglobin sampling for both clinicians and patients, enabling fast, accurate, painless, needle-free total hemoglobin measurements."