

SPIRO TIGER[®]



SpiroTiger[®] - Competence Centre Concept



idiag – your one stop partner for innovation

idiag AG is a Swiss enterprise engaged in the development and worldwide professional marketing of a number of medical products. Among these the SpiroTiger® device offers very specific respiratory muscle training. Simple to operate, it can be used by anyone, anywhere, stationary in a hospital situation, in an out-patient environment, or individually at home.

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The SpiroTiger® product

The SpiroTiger® is a training device for the respiratory muscle system as a whole. Amongst others it specifically exercises muscles of the diaphragm, abdomen, ribcage, chest, and neck with minimal cardiovascular impact.

Areas of application

- Sports training, from the serious amateur to the professional athlete
- Medical therapy, e.g. COPD, Cystic Fibrosis, dyspnea / shortness of breath, snoring, sleep apnea, whiplash, back and neck complaints (due to instability), sport related injuries, and others
- Wellness and fitness: performing artists, relaxation, rehabilitation of all kinds

The SpiroTiger® Competence Centre Concept

Idiag certifies appropriately qualified partners as a Competence Centre, specifically for the medical, sporting or wellness area. Such a centre is able to demonstrate SpiroTiger® to patients and other clients provide both proper instruction and all-round consulting. It is a single point of contact for SpiroTiger® queries, offers training sessions, and may sell, lease or otherwise procure the product to interested parties.

Idiag maintains and publishes online a list of Competence Centres and forwards interested parties to one at a convenient location.

Competence Centre Requirements

a) Regional requests

A Competence Centre completely handles all regional requests entrusted to it. For second line support it has recourse to idiag specialists.

b) Training and continuity, know-how exchange

Idiag provides:

- Theme specific conventions and seminars
- Training courses, both at idiag facilities and on site.

c) Marketing activities

The Competence Centre ensures

- Availability of SpiroTiger[®] literature and hand-outs in all appropriate public and sales areas
- Inclusion in its campaigns (mailings, folders, newsletters, catalogs, pricelists etc.)
- Availability of SpiroTiger[®] material (e.g. PDF-files) on its own website(s)

d) Events and conventions

At idiag's request a Competence Centre will provide customer case reports for presentations, and/or may provide speakers/lecturers at idiag sponsored events.

e) Marketing communications and corporate identity

Idiag provides marketing related layouts, designs, graphics and logos to be used on all SpiroTiger[®] related material.

f) VIP visits and guest lectures

A Competence Centre may communicate a selective list of key contacts and/or institutions to be regularly kept informed by idiag of all respiratory training related news.

Marketing material supplied

- A Competence Centre will receive
- Competence Centre CDs
- Flyers and folders
- Technical factsheets
- Posters

Additional material can be ordered from iddiag at standard list price. Please ask your customer representative.



Cost and payback

On acceptance as a Competence Centre one of two “starting packages” has to be bought (“medical” or “sports”) at list price.

The following payback possibilities exist:

- Customer referrals to iddiag
- SpiroTiger[®] rentals
- SpiroTiger[®] sales
- Training courses
- Workshops and customer events targeted at existing SpiroTiger[®] customers
- Acquisition of new customers
- Customer satisfaction rewards