

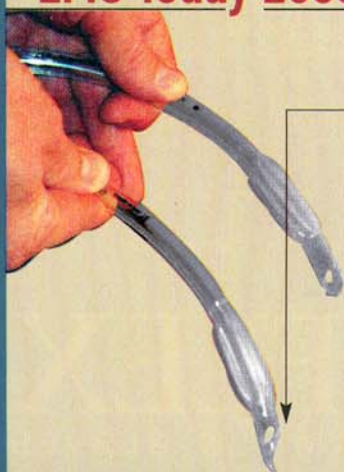
# HOT

## Products 2000

PHOTOS CRAIG JACKSON

### 20 new & innovative products from EMS Today 2000

**E**xhibitors at EMS Today in Orlando (March) dazzled attendees with 58 of the most innovative new products the EMS industry has seen. Manufacturers debuted an array of inventive designs that incorporated lightweight, durable plastic and polycarbonate materials—a trend likely to continue as EMS professionals demand more muscle but less weight from their equipment. The *JEMS* product review team evaluated each new product based on the impact it will have on patient care as well as those providing care. In this issue, we showcase the 20 hottest products—some complex and expensive; others simple and inexpensive. We'll present the other great products in the Hands On section of *JEMS* in coming months.



#### **Tube 'em without Trauma**

One of the hottest products at EMS Today was the Parker Flex-Tip Endotracheal Tube. This ET tube represents the first major redesign of endotracheal tubes in more than 30 years. The Parker Flex-Tip Endotracheal Tube was designed for faster, easier, safer intubation. The Parker tube's unique tip is tapered, softer and more flexible than standard ET tubes. When the tip comes into contact with vocal cords and other delicate airway structures, it flexes to glide easily over them and down the tracheal wall. Seeing is believing: A videotape that accompanies the tube shows a standard tube and the new Flex-Tip tube being inserted in the same patient. As you watch the Parker Flex-Tip lightly flip over objects on the wall of the trachea or through the vocal cords, you'll realize how effective it is. Contact Joyce Hersh, Parker Medical, 303/799-1990, via e-mail to [joycehersh@parkermedical.com](mailto:joycehersh@parkermedical.com) or visit [www.parkermedical.com](http://www.parkermedical.com).