

ResMed Launches New Advertising Campaign for World’s First Cellular Cloud-Connected, In-Home Life Support Ventilators

ResMed uses connectivity to provide a more promising picture for patients

SAN DIEGO – October 19, 2016 – ResMed today announced a new campaign designed to raise awareness of the connected care features of its Astral™ series of devices, which earlier this year became the world’s first cellular, cloud-connected, in-home life-support ventilators.

Under the tagline “A more promising picture with every breath,” ResMed’s campaign highlights Astral’s new capabilities to improve patient outcomes. The campaign launches in the United States this month through advertisements in leading medical and industry publications.

Astral now connects to ResMed’s AirView™, the world’s largest cloud-based patient management system with more than two million sleep and respiratory care patients remotely monitored every night. AirView also enables physicians and home medical equipment providers (HMEs) to remotely access key patient data to better manage and improve the outcomes of those patients who currently rely on Astral ventilators at home – all within ResMed’s secure, HIPAA-compliant cloud network. HMEs can access patients’ data via AirView or through their own electronic medical records via the ResMed Data Exchange.

“Cloud-based patient monitoring is a major factor in the future of healthcare,” said Will Ross, ResMed Director of Respiratory Care Marketing. “We’ve seen the great impact that AirView has had on patient outcomes and how much more efficiently HMEs can manage their care.”

ResMed will support its goal with a series of print and online advertisements in key industry publications and mentions at major medical events including AARC, CHEST and National Respiratory Care Week.

The campaign also highlights the benefits of Astral’s award-winning design.

“Astral’s light weight and long battery life can help encourage a more active and healthy lifestyle for patients. It offers the best battery-to-weight ratio on the market of 7.1 pounds with eight-hour internal battery and the capability of 24-hour battery life with an external battery,” Ross said.

About ResMed

ResMed changes lives with award-winning medical devices and cutting-edge cloud-based software applications that better diagnose, treat and manage sleep apnea, chronic obstructive pulmonary disease (COPD) and other chronic diseases. ResMed is a global leader in connected care, with more than 2 million patients remotely monitored every day. Our 5,000-strong team is committed to creating the world’s best tech-driven medical device company – improving quality of life, reducing the impact of chronic disease, and saving healthcare costs in more than 100 countries.

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