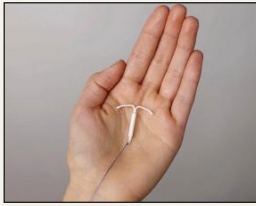


PRODUCT UPDATE

NEW, SMALL IUD NOW AVAILABLE



LILETTA™ (levonorgestrel-releasing intrauterine system) 52 mg is now available for use by women to prevent pregnancy for up to 3 years. **LILETTA** is a small, flexible plastic T-shaped system

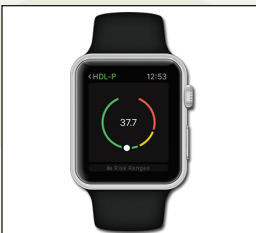
32 mm x 32 mm in size. It works to prevent pregnancy by slowly releasing levonorgestrel (LNG), a progestin, at an initial release rate of 18.6 µg/day with an average in vivo release rate of LNG of approximately 15.6 µg/day over a period of 3 years. Generally, **LILETTA** can be inserted at any time if the provider is reasonably certain that the woman is not pregnant. While **LILETTA** is intended for use up to 3 years, according to a press release from **Actavis**, it can be removed by a clinician at any time and can be replaced at the time of removal with a new **LILETTA** if continued contraceptive protection is desired.

The February 2015 FDA approval of **LILETTA** was based on the largest hormonal IUD trial conducted in the United States, designed to reflect the US population, says the manufacturer. The IUD was studied in women aged 16 to 45 years who were nulliparous or parous with a BMI of 15.8 kg/m² to 61.6 kg/m².

Through a partnership between **Actavis** and **Medicines360** described at www.liletta.com, IUD-appropriate women, regardless of income and insurance coverage, now have access to this IUD at their doctor's offices and at public health clinics enrolled in the 340B Drug Pricing Program. ■

FOR MORE INFORMATION, VISIT www.liletta.com

MYHDL APP ON APPLE WATCH, IPAD, IPHONE



The **myHDL Physician App** from **Health Diagnostic Laboratory, Inc. (HDL)** is newly available on the Apple Watch, iPhone, and iPad. The app is designed to allow users to view and manage patient cases from their wrist on

all models of Apple Watch. **HDL** says that the **myHDL app** helps clinicians offer effective, personalized care to their patients, and features include the ability to manage multiple patients' results, ease of use through color coding and categorized test results, and security and privacy. **HDL** provides comprehensive biomarker testing and clinical health consulting for earlier disease detection and targeted disease management. The **myHDL app** is available on iTunes App Store and can be downloaded at www.myhdlapp.com. ■

FOR MORE INFORMATION, VISIT www.hdlabinc.com

SINGLE-USE LED SPECULA IN 3 SIZES



Welch Allyn, Inc. recently launched the **KleenSpec® Single Use LED Vaginal Specula** intended for use in hospital emergency departments, labor and delivery units, urgent care centers, ambulatory care surgery centers, clinics, and other women's health treatment centers.

Welch Allyn says that the **KleenSpec Single Use LED Vaginal Specula** are 100% acrylic and designed with smooth, molded edges to deliver maximum patient comfort. Wide handles are meant to provide comfortable ergonomics, ease of use, and good balance. According to **Welch Allyn**, the cordless device's LED light source provides enhanced visualization of the examination area by supplying uniform white light for more than 30 minutes. The sealed LED light source and Lithium-primary battery are placed in the handle to reduce patient risk. The LED and battery can be removed for disposal or recycling. The device is ready to use out of the package and has a 5-year shelf life. The **KleenSpec Single Use LED Vaginal Specula** are available in extra small, small, and medium sizes in a distinctive color scheme to help clinicians identify various sizes. ■

FOR MORE INFORMATION, VISIT www.welchallyn.com

AMA'S PRACTICE TRANSFORMATION SERIES



AMA STEPS Forward™ is an online, interactive practice transformation series offering innovative strategies to help physicians and their staff refocus their practice. The

American Medical Association (AMA) developed this initiative after a recent AMA-RAND report found that the satisfaction physicians derive from their work is eroding as they spend more and more time on administrative tasks. The **AMA's** goal by offering **STEPS Forward** is to help clinicians achieve the "Quadruple Aim" to provide better patient experiences, better population health, lower overall costs, and improved professional satisfaction.

Physicians can access a collection of interactive educational modules to help deal with common practice challenges and also earn CME credit. Currently, 16 modules include steps for implementation, case studies, and downloadable videos, tools, and resources that address: practice efficiency and patient care, patient health, physician health, and technology and innovation. Additional modules are planned. ■

FOR MORE INFORMATION, VISIT www.stepsforward.org