

# Autoject® Mini

The simple auto-injector platform trusted for use with blockbuster and emerging brands alike

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## The Owen Mumford Challenge

Anaphylaxis is a serious and severe allergic reaction that affects the whole body; it is often life threatening, and in severe cases, the cardiovascular system can completely collapse. Although anaphylaxis is treated with an intramuscular injection of adrenaline into the thigh, it still kills 0.65%-2.0% of patients who experience an episode.<sup>1</sup> The main cause of anaphylactic fatalities is the late injection of adrenaline, which leaves symptoms to worsen resulting in death.<sup>2</sup>

If patients use a device that **consistently performs**, this not only **reduces wasted of medicine**, but **increases patient confidence**



## The Analysis

Common mistakes patients make when injecting include: not removing the safety cap, operating the device upside down, injecting into the arm, and not pressing the device hard enough to deploy the needle and adrenaline.<sup>3</sup>

## Engineering Design

The new Anapen® 2 was designed to solve the problems training alone could not. The Autoject® Mini has an established and trusted profile amongst clinicians and patients, and proved an ideal platform for the development project.

## Our Insight

If patients use a device that consistently performs, this not only reduces wastage of medicine but increases patient confidence. This allows the patient to manage their anaphylaxis more pro-actively by using their device and injecting as appropriate, rather than waiting for symptoms to worsen.

## References

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2. Schwirtz A, Seegar H. Comparison of the robustness and functionality of three adrenaline auto-injectors. *Journal of Asthma and Allergy* 2012; 5:39-49
3. Lombardelli S. (2010, June) Adrenaline auto-injectors: how effective are written patient instructions when used alone in a simulated self-administration test? Presented at Exhibition Hall, Hungerford UK