

Economic Value of Systems and Services

**We Lay the Foundation for Successful Patient Access and Reimbursement by
Continuously Demonstrating the Value of Our Systems and Services**





Benefits

Making Colonoscopy Seamless

Optimizing Internal Processes

Ensuring Patient Satisfaction

- ScopeGuide improves the cecal intubation rate, regardless of operator experience^{1,2}, and **enables better handling in difficult colon cases**, decreasing the need for prolonged colonoscopy.
- The visualization of scope movement **may increase confidence in decision-making** during and after procedures.
- **Staff allocation is more effective** based on less need for intense supervision³, while **planning and scheduling may become easier** with a reduction in prolonged colonoscopies.
- The amount of sedative drugs required during a colonoscopy can be reduced, contributing to **fewer complications and quicker patient recovery**.^{1,4,5} Furthermore, patients may be less reluctant toward colonoscopy, as a reduction in pain is achieved by operators making preemptive adjustments of the scope.

Value Dimensions

ScopeGuide Provides a Number of Values for You and Your Staff

Economics

Cost and Cash Flow Management

- Reduction of sedation levels.
- Improved cecal intubation time.



Efficiency

Process and Workflow Management

- Real-time visualization of endoscope position.
- Increased cecal intubation rate.
- Compatible with the latest Olympus colonoscopes.

ScopeGuide

Enhanced Patient Care in Colonoscopy and Enteroscopy

How ScopeGuide Works

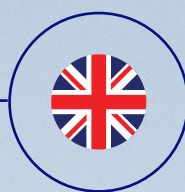
Electromagnetic coils incorporated along the length of the dedicated endoscope’s insertion tube generate a pulsed low-intensity magnetic field that is picked up by the receiver dish. The magnetic pulses are used to calculate the precise position and orientation of the insertion tube to generate a three-dimensional image on the monitor.

Challenges in Colonoscopy

Insertion of a flexible scope into a semifixed organ is no straightforward process. Therefore, loop formation of the endoscope can occur inside the colon leading to unsuccessful cecum intubation or procedure prolongation. Also, inaccurate endoscope movement can increase patient pain and decrease acceptance of colonoscopy. ScopeGuide addresses these challenges by providing a continuous, real-time image of the scope position during the entire procedure to increase your potential.

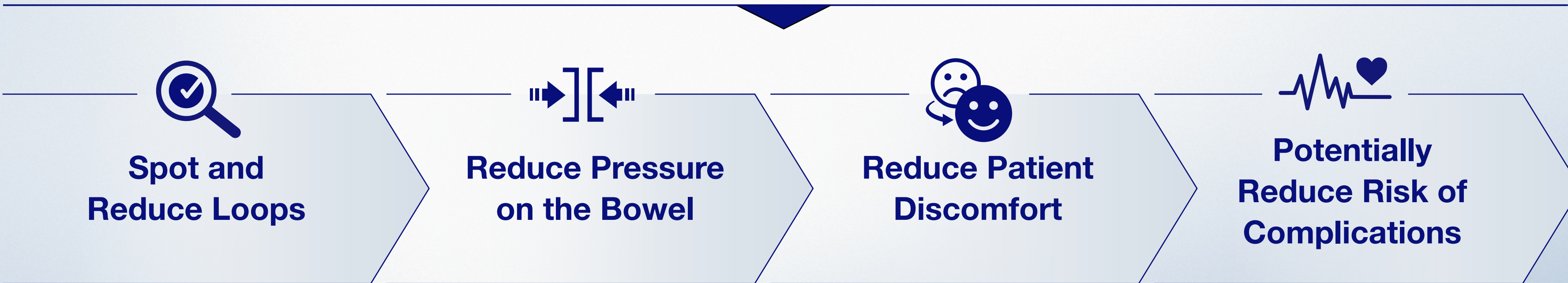


Expert Comment, St. Mark’s Hospital, Harrow, London, U.K.



How ScopeGuide Has the Potential to Make Colonoscopy Safer

Expert comment from Prof. Brian Saunders



References

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- ² Chen, Y., Duan, Y. T., Xie, Q., Qin, X. P., Chen, B., Xia, L., Zhou, Y., Li, N. N., & Wu, X. T. (2013). Magnetic endoscopic imaging vs standard colonoscopy: meta-analysis of randomized controlled trials. *World journal of gastroenterology*, 19(41), 7197–7204. <https://doi.org/10.3748/wjg.v19.i41.7197>.
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- ⁴ Klare P, Hartrampf B, Haller B, Schlag C, Geisler F, Abdelhafez M, Einwächter H, Bajbouj M, Schmid RM, von Delius S. Magnetic endoscope imaging for routine colonoscopy: impact on propofol dosage and patient safety - a randomized trial. *Endoscopy*. 2016 Oct;48(10):916-22. doi: 10.1055/s-0042-110933. Epub 2016 Jul 21. PMID: 27441684.
- ⁵ Wernli KJ, Brenner AT, Rutter CM, Inadomi JM. Risks Associated With Anesthesia Services During Colonoscopy. *Gastroenterology*. 2016 Apr;150(4):888-94; quiz e18. doi: 10.1053/j.gastro.2015.12.018. Epub 2015 Dec 18. PMID: 26709032; PMCID: PMC4887133.8.

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As medical knowledge is constantly growing, technical modifications or changes of the product design, product specifications, accessories and service offerings may be required.