

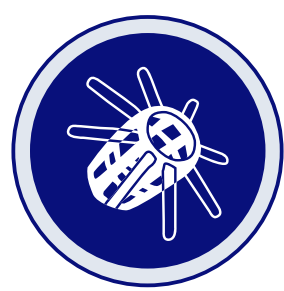
Economic Value of Systems and Services

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



ENDOCUFF VISION™

Enhancing Visualization during Colonoscopy



Benefits

Improved Control
Facilitates Precise
Intervention

Maximizes
Visualization behind
Mucosal Folds

Increases Adenoma
Detection Rates
by up to 11%

- ENDOCUFF VISION™ may significantly reduce looping during colonoscopy, leading to **quicker and less painful** interventions for the patient. The anchoring of the tip stabilizes the scope and enables **controlled interventions**.
- The **visualization of polyps and adenomas is maximized** with the ability to view areas behind mucosal folds, while distances between scope and mucosa are kept safe, reducing red-outs*.
- Improved visualization is directly linked with an increased finding of adenomas in the colon. ENDOCUFF VISION™ can **increase the PDR** (polyp detection rate) **by 15%** and the **ADR** (adenoma detection rate) by **up to 11%**.¹
- Each **1% increase of the ADR** is associated with a **3% decrease of interval colorectal cancer** and a **5% decrease of fatal interval colorectal cancer**.²

*Endoscope accidentally pushed against the wall/mucosa.

Value Dimensions

ENDOCUFF VISION™ Provides a Number of Advantages for You and Your Staff

Reputation

Attractiveness and Competitiveness

- Increased clinical output.
- Enhanced patient management.
- Differentiation through innovation.
- Higher ADR.
- Proven and recommended by NICE.



Efficiency

Process and Workflow Management

- May reduce procedure time, with improved outcome rates.
- Enhanced control during maneuvers and interventions.
- Potential decrease of procedure related fatigue.

ENDOCUFF VISION™

Enhancing Visualization during Colonoscopy

The Importance of the ADR

The adenoma detection rate is the most widely used quality indicator for diagnostic colonoscopy. It is defined as the number of colonoscopies with at least one adenoma divided by the total number of colonoscopies, and is considered the most important measure in screening colonoscopy.

Better adenoma detection and resection rates are associated with a reduced risk of interval cancers. These are cancers not diagnosed by screening colonoscopy, but diagnosed in between screenings.⁴



NICE Guidance for ENDOCUFF VISION™³

Summary

The National Institute for Health and Care Excellence (NICE) has produced guidance on ENDOCUFF VISION™ for assisting visualization during colonoscopy in the NHS in United Kingdom. Evidence supports the case for adopting ENDOCUFF VISION™ in the NHS because it improves the adenoma detection rate during colonoscopy, particularly for people having a colonoscopy as part of the NHS Bowel Cancer Screening Programme.

Economic Impact

A cost model estimates a per-patient saving over a 10-year period for patients undergoing colonoscopy as a result of a positive FOBT test. The UK-based model estimates a saving of £53 (€59)⁵ per patient in the bowel cancer screening population where baseline ADR was 51%. The cost saving is mainly driven by how much ENDOCUFF VISION™ improves the ADR and is sensitive to the extent of the improvement. Once the ADR improvement reaches 3%, ENDOCUFF VISION™ becomes cost-neutral. Any improvement over 3% is cost-saving.

A further scenario analysis was carried out to consider the impact when FIT is used rather than FOBT for initial screening. In this scenario the estimated cost saving per patient with ENDOCUFF VISION™ increased to around £58 (€64.60)⁵.



Savings of **up to £58 per patient**



Positive in-year **return on investment⁶**



ENDOCUFF VISION™ is **cost-neutral at a 3%** improvement in the ADR

Economic Value of Systems and Services

References

- ¹ Williet, N., Tournier, Q., Vernet, C., et al. (2018). Effect of Endocuff-assisted colonoscopy on adenoma detection rate: meta-analysis of randomized controlled trials. *Endoscopy*, 50(9), 846-860. doi:10.1055/a-0577-3500
- ² Corley, D. A., Jensen, C. D., Marks, A. R., et al. (2014). Adenoma Detection Rate and Risk of Colorectal Cancer and Death. *N Engl J Med*, 370(14), 1298-1306. doi:10.1056/NEJMoa1309086
- ³ NICE (2019). "ENDOCUFF VISION™ for assisting visualisation during colonoscopy." Medical technologies guidance.
- ⁴ Kaminski, M. F., et al. (2010). "Quality Indicators for Colonoscopy and the Risk of Interval Cancer." *N Engl J Med*, 362(19): 1795-1803. doi: 10.1056/NEJMoa0907667
- ⁵ Bank of England exchange rate July 19, 2019. www.bankofengland.co.uk.
- ⁶ NHS England (2019). "Innovation and Technology Payment 2019/20".

Read More About ...

> <http://olympus.eu/endocuff>

> <https://www.nice.org.uk/guidance/mtg45>

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

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