OLYMPUS

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

EBUS-TBNA

The Gold Standard for Lung Cancer Staging

Benefits

Cost-Effective and Safe Procedure with Low Complication Rate

High Diagnostic Yield to Avoid Repeat Procedures

Sampling for Molecular Testing Enables Targeted Therapy

- **International guidelines have recommended EBUS-TBNA as the first diagnostic method** for staging lung cancer since 2013[1,2] with worldwide recognition.[3]
- **Significant cost-savings*** can be achieved with EBUS-TBNA in comparison to mediastinoscopy. Conducting lymph node staging as a **minimally invasive procedure** with EBUS-TBNA can help to **free up valuable OR time.**[6]
- EBUS-TBNA offers a **clear reduction of complications compared to mediastinoscopy**[7] and a consistently **high diagnostic yield** of 89%.[8] This potentially reduces repeat or even surgical procedures.
- The minimally invasive EBUS-TBNA procedure is able to collect adequate and **sufficient tissue sample for molecular testing** in non-small-cell lung cancer patients.[9]**

* Of £1,336 from NHS perspective[4] and €1,450 in the French health care system[5] per patient.

** A recent study[10] found the highest number of cell block slices for the Olympus 19G needle compared to two competitor needles, as well as the 21G Olympus, 19G Olympus, and a cryoprobe system, demonstrating its suitability for successful tissue sampling.

Efficiency

Process and Workflow Management

- Only manufacturer offering scope and needle to secure best compatibility.
- Low complication rate.
- Future-proof system, ready to upgrade for peripheral bronchoscopy.

Economics

Cost and Cash Flow Management

- Lower costs compared to mediastinoscopy at comparable outcome.*[4,5]
- Minimally invasive procedure that can be conducted under local anesthesia.

Reputation

Attractiveness and Competitiveness

- Clinically investigated and recommended.[1-3]
- Gold standard in lung cancer staging.
- Enables targeted therapy for suitable patients.

* While more lymph node stations can be reached, allowing the evaluation of more suspicious lymph nodes.[11]

Value

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The Gold Standard for Lung Cancer Staging

EBUS-TBNA from Invention to All-in-One Lung Solutions

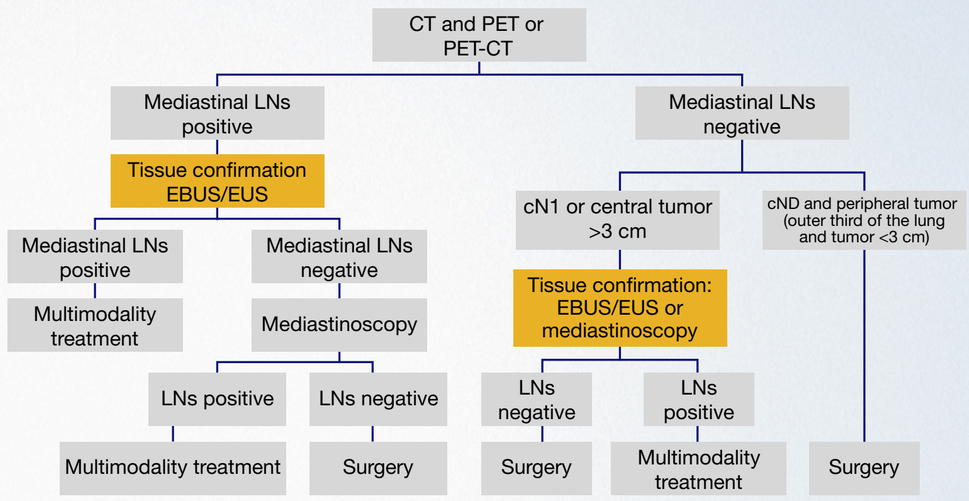
Invention

Olympus introduced the world's first curved linear array ultrasonic bronchoscope in 2004. The development of the endoscope had started more than five years earlier, based on a request from a thoracic surgeon to miniaturize existing EUS-FNA* technology to be applied for diagnosis from within the bronchial system. His appeal was born out of the necessity to improve the results of mediastinal staging, which was not possible with traditional mediastinoscopy. The convincing results from more and more studies marked the start of the success story for EBUS-TBNA.

* Endoscopic ultrasound - fine-needle aspiration

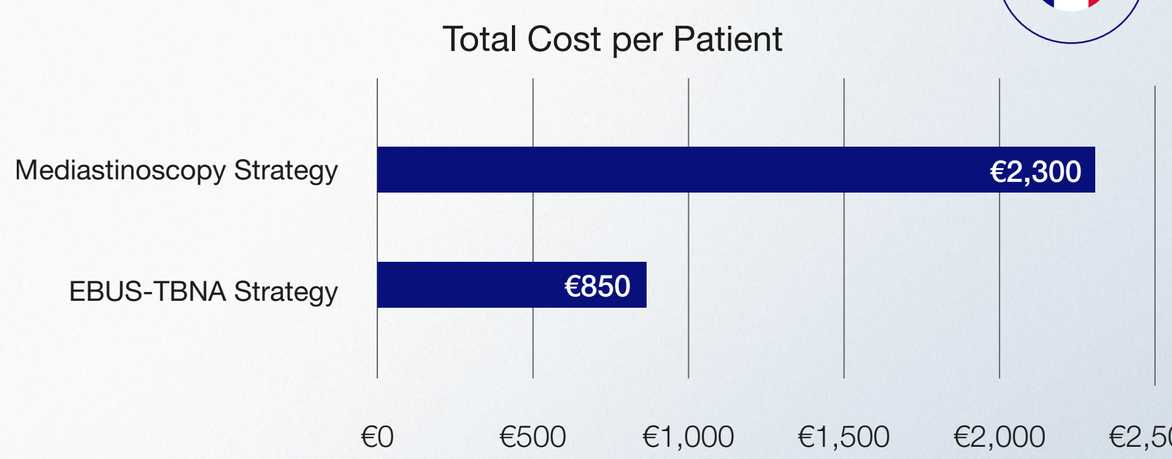
Gold Standard

The graphic[2] shows a publication of the gold standard on examination of lymph nodes. EBUS-TBNA is recommended to be used in the very early stages within this.



Sample Case from France

The average cost-saving in the French health care system for the EBUS-TBNA strategy was €1,450 per patient compared to the mediastinoscopy strategy.[5]



All-in-One Lung Solutions

We offer a complete solution of advanced tools for performing minimally invasive bronchoscopic procedures - from procedure planning through to treatment decision.

EBUS-TBNA

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