



MEDCO FORUM[®]

PRESENTING INNOVATIVE PRODUCTS & SERVICES TO HEALTHCARE PROFESSIONALS

Medco Forum Presents: Just Launched in US Market: Olympus GIF-1TH190

HD Therapeutic Gastrointestinal Videoscope with Narrow Band Imaging (NBI), High Definition (HD) Image Quality, and a New, Slimmer Design

"Imaging is increasingly important as we advance our minimally invasive techniques for resection of early neoplastic lesions," explained Robert H. Hawes, MD, attending endoscopist at Florida Hospital. "If you cannot see, you cannot treat. NBI has proven to be important," referring to the visual observation of mucosal and vascular patterns.

"If you want to do therapy, you must have optimal imaging," continued Dr. Hawes. "Using the same scope for imaging and therapy is optimal. The new GIF-1TH190 will allow that."

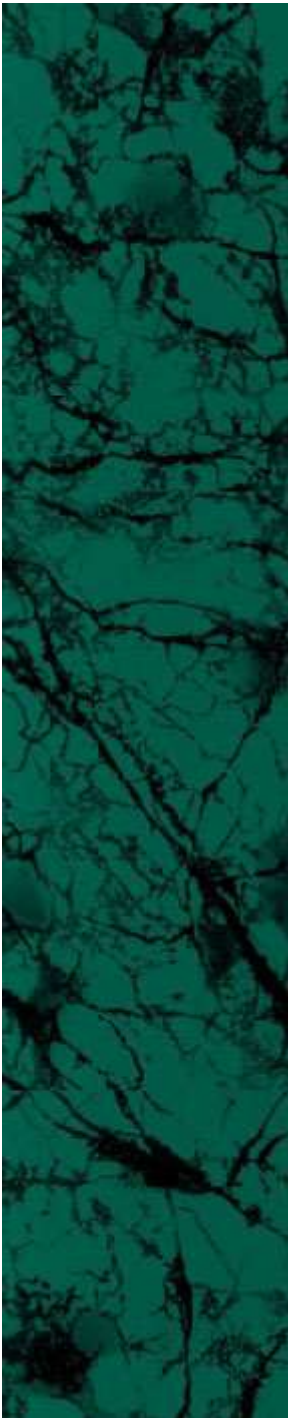
"Scopes offering NBI-HD capabilities, such as the Olympus GIF-1TH190, allow for critical observation of dysphasia, metaplasia, and inflammation" [in patients with Barrett's esophagus], said Gregory G. Ginsberg, MD, professor at the University of PA School of Medicine and director of Endoscopic Services at Penn Medicine.

"I will probably use it for 80 to 90 percent of my EGD cases," said Dr. Hawes. "The new layout of the scope's distal end and its slim design offer an improved operability".

In NBI mode, the GIF-1TH190 provides twice the viewable distance of conventional EVIS EXERA II 180 series scopes and is significantly brighter. The 10.0 mm distal end diameter is 0.9mm smaller than the predecessor; however, it maintains the device flexibility and suction of a 3.7 mm instrument channel diameter.

Dr. Ginsberg recommends the GIF-1TH190 for every practicing endoscopist: "It will need to be part of every hospital-based endoscopy unit for evaluation of upper GI bleeding and endotherapy."





“The attractive aspect of this scope is that it provides HD and electronic enhanced imaging with a large instrument channel. The outer diameter is not appreciably increased compared to a diagnostic scope. These attributes make it ideal for image guided therapy.” Dr. Ginsberg said.

Improved connector design, minimizing the effort required for setup prior to and in between cases.

The GIF-1TH190 is fully submersible, eliminating the need for a water-resistant cap and the associated risk of an expensive repair due to accidental immersion. The design of the GIF-1TH190 translates to easy and accurate operation.

**For more information about the GIF-1TH190,
please call Olympus at 800-848-9024,
visit www.medical.olympusamerica.com, or
stop by DDW Booth #2118.**