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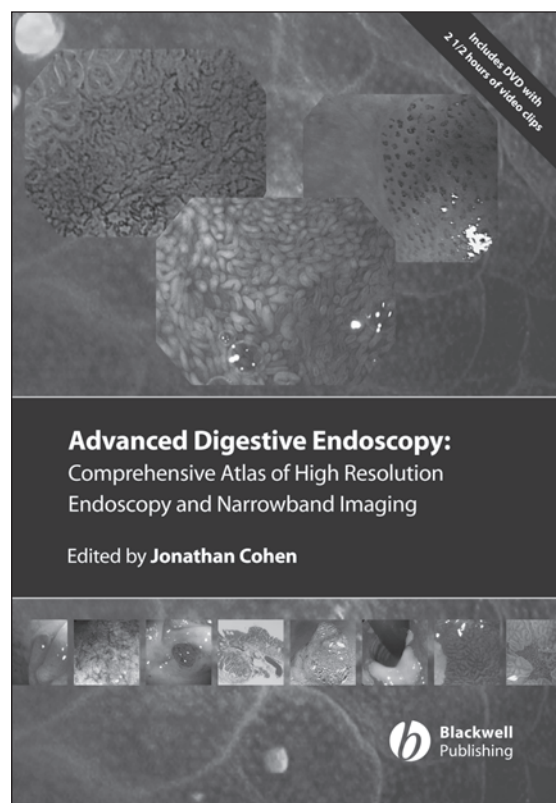
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## AT THE FOREFRONT OF ENDOSCOPY TECHNOLOGY

*Comprehensive Atlas of High Resolution Endoscopy and Narrowband Imaging*

The introduction of the flexible endoscope improved the ability of physicians to examine images of the gastrointestinal tract and enabled them to better diagnose and direct therapies. With the recent development of High Resolution Endoscopy (HRE) and the newer Narrowband Imaging (NBI) technology, endoscopists have the added benefit of viewing images with greater resolution and increased clarity, as well as achieving better visualization of the fine structures of the mucosal surface. Jonathan Cohen, MD, Clinical Professor of Medicine, Division of Gastroenterology at NYU School of Medicine (New York, NY), noted that when he was introduced to the technology, he saw dramatic differences in the way the images looked. "It became obvious this was something that was particularly positioned to reshape the entire field of diagnostic endoscopy by making optical diagnoses and 'smart biopsies' possible. I think it is an important step in changing the way we do endoscopy."

Dr. Cohen notes that HRE alone may increase the detection rate of various pathologic findings. By taking advantage of the absorption properties of light at certain wavelengths, NBI enables high-contrast views of the surface mucosa and highlights superficial blood vessels to facilitate the specific diagnoses of certain conditions. Dr. Cohen finds it striking how accessible this technology is for the general gastroenterologist to learn and incorporate



into his or her practice; yet he notes that the benefits clinicians derive from it will depend upon how well they learn to interpret what they see. "A comprehensive atlas of these images is essential for physicians to fully understand what they are viewing and to maximize the benefits of this enhanced imaging capability," he states.

To meet this need, Blackwell Publishing, working with Dr. Cohen, has created the ***Comprehensive Atlas of High Resolution Endoscopy and Narrowband Imaging***. This detailed diagnostic and therapeutic endoscopy *Atlas* includes more than 900

high-resolution images and 2.5 hours of annotated video clips. The *Atlas* represents the collaborative efforts of more than 24 endoscopists, including world-renowned experts from North America, Asia and Europe. According to Dr. Cohen, “The *Atlas* is the result of the desire to provide a thorough guide to accelerate the learning curve for individuals wishing to adopt HRE and NBI technology.” Dr. Cohen points out that the *Atlas* emphasizes those conditions for which NBI is considered particularly valuable, such as finding dysplasia in Barrett’s mucosa and ulcerative colitis and detecting adenomatous colon polyps.

What makes this *Atlas* unique is its focus on images from emerging areas of therapeutic endoscopy that depict various pathologies physicians might encounter, revealing key features of different aspects of disease. Dr. Cohen explains that “physicians need a real understanding of what things look like with this new technology, and not just from one example. They need to have a number of images of different entities or major pathologies in order to learn how to

interpret what they are looking at during their endoscopies.”

The *Atlas* begins with a review of the development of HRE and NBI and provides essential and practical information about how physicians can use and apply this technology. Also included are chapters that discuss proposed clinical applications of HRE and NBI, as well as preliminary supportive data, organized by organ system. A significant portion of the *Atlas* contains color plates of images in high-resolution white and narrow-band light, in low and high magnification, along with accurate pathology confirmations illustrating normal and abnormal pathology that might occur throughout the GI tract. The *Atlas’s* accompanying DVD has 57 video clips that offer a comprehensive real-time look at how HRE NBI works, including footage during actual therapeutic procedures. “The idea was to make this book a multimedia didactic experience. Endoscopy is performed in real time. It’s not done by looking at pictures on a slide,” explains Dr. Cohen. “This imaging modality is geared to enhance endoscopic decision-making in real time, to facilitate therapeutic

maneuvers and to make tissue sampling more precise and of higher diagnostic yield. The ability to easily access and search for information in the *Atlas* makes it a powerful, educational tool that can illustrate pathological conditions to students as well as patients.”

In conclusion, Dr. Cohen states, “There is obviously still much more to be investigated, but we are on the verge of this technology becoming widely available. The *Atlas* can help bring it within the reach of the average practicing endoscopist. The book does a good job of explaining where the limits are of what we know. It is our belief that the images selected for this *Atlas* will generate the same level of excitement witnessed during earlier revolutions in endoscopic imaging technology.”

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For more information concerning High Resolution Endoscopy and Narrowband Imaging, please visit [www.blackwellpublishing.com/9781405158862](http://www.blackwellpublishing.com/9781405158862) to order your copy of the *Comprehensive Atlas of High Resolution Endoscopy and Narrowband Imaging*, edited by Jonathan Cohen.