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## MEDCO FORUM®

PRESENTING INNOVATIVE PRODUCTS AND SERVICES TO HEALTHCARE PROFESSIONALS

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**MAX ENDOSCOPY***Leading Innovation in the Science of Endoscopy*

**M**AX Endoscopy (Annapolis, MD) designs and manufactures innovative endoscopic accessory devices that fill unmet needs in the field of gastrointestinal endoscopy. Two of its newest products, the **SUCCESS Cecal Intubation Assist™** and the **PRECISION Endoscopic Infrared Coagulator™** are devices that will provide novel, yet practical and cost effective opportunities for gastroenterologists and physicians in related medical specialties, enabling them to provide better treatment for their patients.

**The SUCCESS Cecal Intubation Assist™** is a unique device that was designed to help solve a problem faced by virtually all gastroenterologists: those cases in which the physician encounters difficulty advancing the distal tip of the colonoscope to the cecum during colonoscopy, often as a result of the endoscope looping in the sigmoid colon. The SUCCESS Cecal Intubation Assist device, which has recently received 510(k) clearance from the FDA, provides the physician with the option to *temporarily increase the stiffness of the endoscope*. Michael S. Epstein, MD, of Digestive Disorders Associates (Annapolis, MD), notes that “the Cecal Intubation Assist is a very useful device to get a better visualization of the colon and to make sure that you have a complete examination.” Dr. Epstein points out that there have been a number of attempts to alleviate this problem, such as inserting very stiff devices through the scope, or using devices that are essentially overtubes, wherein a physician would have



*The SUCCESS Cecal Intubation Assist device from MAX Endoscopy, which has recently received 510(k) clearance from the FDA, provides the physician with the option to temporarily increase the stiffness of the endoscope.*

to withdraw the scope first and then place the overtube on the instrument in order to use it. “With the Cecal Intubation Assist, a physician can simply deploy the guide down the working channel of the scope and engage the handle of the device. The device can go from floppy to varying degrees of stiffness, reducing looping of the colon and thereby making it easier to reach the cecum.” In addition to being intuitive and easy to use, the device is more cost-effective than competing approaches. The Cecal Intubation Assist also presents less risk for patients, as the device makes no contact with the patient.

The key benefits of the SUCCESS Cecal Intubation Assist™ are:

- Decreases looping tendency in the sigmoid colon during intubation;
- Facilitates endoscope advancement during colonoscopy;
- Increases success rate in reaching the cecum; and
- Simple to deploy and use.

### **PRECISION Endoscopic Infrared Coagulator™**

MAX Endoscopy has designed the only endoscopic infrared coagulation device that can be used through a colonoscope or flexible sigmoidoscope to treat hemorrhoids, bleed sites, and other lesions that respond well to thermal coagulation therapy. This device will provide physicians with an attractive new option for treating hemorrhoids using the advantages of infrared coagulation. The PRECISION device is deployed through the accessory channel of the scope, allowing physicians to apply infrared energy to a treatment site very accurately, even in highly articulated positions of the scope. Advantages to patients include brief duration of treatment and minimal discomfort.

“The Precision hemorrhoid treatment unit is a breakthrough in the treatment of hemorrhoids,” notes Dr. Epstein, “because it allows us to deliver energy directly to the hemorrhoidal source and eliminate hemorrhoids under direct vision through the colonoscope or

*“The Cecal Intubation Assist is a very useful device to get a better visualization of the colon and to make sure that you have a complete examination.”*

**Michael S. Epstein, MD**


flexible sigmoidoscope.” Dr. Epstein explains that the treatment of internal hemorrhoids is a large unmet need in the population of patients that gastroenterologists see. “The ability to work through the scope, visualize the site where the hemorrhoids need to be treated, and apply appropriate therapy is very helpful. We are talking about a very large number of people who are suffering from hemorrhoid disease for which there are no good alternatives for therapy.”

Samiappan Muthusamy, MD, of the Center for Digestive Diseases and a Clinical Assistant Professor at Seton Hall University (Union, NJ), is very impressed with the PRECISION device. “I think the

infrared coagulator developed by MAX Endoscopy is more practical than existing non-surgical instruments used to coagulate or compress hemorrhoids. The PRECISION device has very good potential for treating hemorrhoid disorders in clinical practice and with it we will have more precise visualization of the areas which require treatment. I also believe the PRECISION device will have additional applications in the future, including treatment of other forms of vascular malformations in the colon and stomach.”

The key benefits of the PRECISION Endoscopic Infrared Coagulator™ are:

- Direct visualization of the treatment site through colonoscope or flexible sigmoidoscope;
- Pinpoint accuracy of treatment, and immediate visual confirmation; and
- Existing CPT reimbursement codes for hemorrhoid treatment.

This device is pending market clearance and is not currently available for sale. 

### **To Learn More**

For more information about PRECISION Endoscopic Infrared Coagulator™ or SUCCESS Cecal Intubation Assist,™ please call 1-(877) ENDO MAX (363-6629), or visit the company's Web site at [www.maxendoscopy.com](http://www.maxendoscopy.com).