

DIOMED's EVLT® (ENDOVENOUS LASER TREATMENT)

A Revolutionary Treatment for Eliminating Varicose Veins

While many people think of bulging, blue varicose veins as a cosmetic nuisance, they are a common medical condition. Varicose veins occur when valves in the greater saphenous vein (GSV) malfunction and leak, allowing blood to flow backward—or reflux—in a reversed fashion. As blood accumulates and forms stagnant pools, the branch veins which are closer to the surface of the skin become enlarged and appear twisted and rope-like. Failure of the valves in the GSV is quite common, affecting 1 out of 2 people age 50 and older, and 15%-25% of all adults. Varicose veins can cause aching or burning leg pain, night cramps, fatigue, and leg heaviness or restlessness, due to pressure on the nerves from dilated veins. If left untreated, nearly 50% of patients with significant varicose veins will experience worsening symptoms or development of a more serious medical condition, characterized by leg swelling, eczema, pigmentation, hemorrhage, and ulceration. Early treatment for GSV reflux is highly recommended to prevent progression to more serious problems.

DIOMED (Andover, MA), a leading developer and marketer of minimally invasive medical technologies, has pioneered a new clinical application for treating GSV reflux that can produce outcomes superior to com-

petitive treatments. **EVLT® (Endovenous Laser Treatment)**, a procedure cleared by the FDA, is the first to use laser technology to treat GSV reflux effectively and safely without hospitalization, general anesthesia, or the risks associated with open surgical procedures. EVLT is a 45-minute outpatient or in-office procedure, requires only local anesthetic, and enables patients to return to normal activity immediately, with little to no pain. EVLT patients are less likely to suffer short-term bruising or long-term scarring.



Compared with alternative treatments, EVLT produces significant cosmetic improvements in the appearance of the leg, curing the problem rather than just slowing its progression.

EVLT uses new technology to close the GSV and address the underlying source of the problem. Under local tumescent anesthesia and using ultrasound guidance, a fine fiber optic probe is inserted around knee level and positioned 1-2 cm below the sapheno-femoral junction (SFJ). The laser is activated and highly targeted energy from an 810-nm diode laser is then delivered within the vein. The fiber and sheath are slowly withdrawn, resulting in treating and completely closing the GSV from the SFJ to the original entry point. With the closure of the GSV, the branch veins that had become twisted and varicose shrink and lose their unsightly appearance. After treatment, blood

is diverted to the many normal veins in the leg.


Closure of the GSV treats the medical condition without the costs or risks associated with open surgical procedures. As it is only the optical fiber and a slim sheath which need to enter the vein, the whole procedure is performed via a tiny access point, so there is very little risk of noticeable scarring or post-operative infection. EVLT with Diomed's 810-nm diode system was the first laser procedure cleared for commercialization by the US FDA and has the longest published follow-up data available. EVLT has excellent clinical and aesthetic results that are far superior to traditional treatments, and has been shown to have a success rate of 98% at one-month follow-up and 93.4% at two-year follow-up. EVLT has many benefits over the alternatives: shorter recovery time, less bruising and injury to surrounding tissue, greater success rates, no scarring, less cost, and greater convenience.

DIOMED's EVLT represents a significant breakthrough in the treatment of GSV reflux with considerable practice-building potential. DIOMED's approach to customer marketing is unique and is committed to helping clinicians build their practices with a range of tools that are customized to

meet individual needs and budgets. DIOMED's Practice Enhancement Program includes customizable print advertising templates, pre-recorded radio advertising, and educational posters; placement on the EVLT Physician Locator service, where potential patients will find information about the EVLT procedure as well as physicians who perform it in their area; a complete press kit for the newspaper, radio, or TV, including video footage of the procedure; images and pamphlets for utilization with a Web site, print advertisement, brochure, or newsletter; and assistance in production and delivery of custom informational and educational pieces for use with referring physicians and the community.

DIOMED is the clear leader in this field and works to educate physicians and patients alike on the benefits of EVLT. Around the world, an increasing number of medical facilities are starting to offer this new method of treating the cause of vein reflux disease, and it is estimated that more than 10,000 procedures have already been performed. EVLT is clearly in the process of establishing itself as the new gold standard. For patients, EVLT means they can have the confidence to "bare" their legs again and can enjoy a renewed energy and vigor with freedom from wearing uncom-

fortable and unfashionable compression stockings. For healthcare professionals, EVLT means greater likelihood that patients will seek treatment. The short procedure time enables the treatment of more patients per day. The low costs of the DIOMED 810-nm Diode Laser and unique procedure kits, as well as the ease of performing the procedure, translates into low start-up and treatment costs that can be passed down to the patient and insurance providers.

Contraindications: *Not all patients suffering from vein disease will be suitable candidates for this treatment. EVLT is contraindicated in patients with thrombus in the vein segment to be treated, a history of deep vein thrombosis, patients with hypercoagulation conditions, and patients with peripheral arterial disease as determined by an Ankle-Brachial Index < 0.9.* 

THE GREATEST EXPERIENCE IN ELIMINATING VARICOSE VEINS



For more information about DIOMED or EVLT, contact Ellen Busch at 1-877-434-6633; e-mail to ebusch@diomedinc.com; contact a DIOMED representative at TCT, booth #1507; or visit the company's Web site at www.evlt.com.