

Pillcam[®]

Proven
Reliable
Trusted



 **DIAGMED**
HEALTHCARE

GIVEN[®]
IMAGING

THE COMPLETE AND PROVEN CAPSULE ENDOSCOPY SOLUTION

90

90 Given Imaging systems
are located in hospitals
throughout the UK

The PillCam Platform is an efficient, patient-friendly, and clinically proven diagnostic solution that provides visualisation of the GI tract in its natural state. The Given Imaging PillCam Platform consists of PillCam SB, PillCam ESO, PillCam COLON video capsules, the Given Workstation, and 5th generation of RAPID software. With more than 850,000 PillCam video capsules sold worldwide, PillCam capsule endoscopy has proven to be safe and effective.

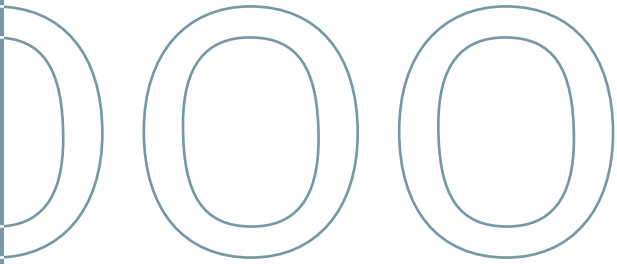
The Facts

- Since the launch of the first Video Capsule, more than 850,000 patients worldwide have safely swallowed one of the PillCam video capsules.
- 90 Given Imaging systems are located in hospitals throughout the UK.
- In the UK, 12,000 small bowel procedures have been carried out using the Given imaging PillCam SB since its introduction in January 2002. Over 4000 procedures have been carried out in 2008 to date.
- Data from a pooled analysis of 32 studies with 691 patients showed capsule endoscopy has a significantly greater detection capability for suspected disease of the small intestine compared with push enteroscopy, small bowel series, and colonoscopy with ideal intubation.
- PillCam ESO is easily swallowed, and the 20 minute procedure requires no preparation. In a high-prevalence population, the PillCam ESO may represent an accurate non-invasive alternative to OGD for the detection of oesophageal varices and portal hypertensive gastropathy.
- The PillCam COLON Video capsule measures 11mm x 31mm and contains an imaging device at each end. It captures 4 images per second during the 10-hour procedure to detect Ulcerative Colitis, Diverticulosis, Polyposis, Colo-Rectal cancers and other disorders.
- The PillCam SB video capsule measures 11mm x 26mm and weighs less than 4 grams, has a 156 degree field of view, 3 optical lenses and automatic light control designed specifically to diagnose causes of Obscure Gastro-Intestinal Bleeding, Iron Deficiency Anaemia and disorders such as Crohn's disease, Celiac disease, benign and cancerous tumors, ulcerative colitis as well as other disorders. The PillCam SB transmits images at a rate of two images per second for over 8 hours, resulting in more than 50,000 images.





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Latest generation software

RAPID 5 is the most advanced version of RAPID software for the PillCam Platform. It enables physicians to compile and review images captured by the next generation PillCam video capsules. RAPID features include the capability to capture still images; adjustable and automatic speed settings; zoom and multi-image views; quick video preview; a tissue color bar; localization; and advanced reporting module. The software also features the RAPID Atlas, which allows comparison of on-screen case images with a library of reference images. Other features include the Study Manager, Quick-Adjust, Quick to Burn to DVD and Blue Mode.

This **fifth generation** software was cleared by the U.S. Food & Drug Administration in May 2007 and offers new features and powerful diagnostic tools that aid in the reading and interpretation of patient studies.

Key features of RAPID 5 include:

- **QuickView v5** - which allows fast preview of PillCam video images and identifies images that may be of interest to the reviewer.
- **The Lewis Score** - provides an approximate measure of mucosal damage. Combined with other clinical parameters such as patient history and previous diagnostic tests, the Lewis Score can be used to monitor the progress of patient treatment.
- **RAPID Atlas** - Enables the side-by-side comparison of case images with a searchable database of peer-reviewed reference images.

Advanced hardware

Workstation - The PC based workstation is pre-installed with RAPID software. It offers physicians a user friendly, HIPAA-compliant interface for viewing and interpreting images captured by the Given Imaging PillCam video capsules. Video downloads take much less than an hour using the Given Imaging Quad Processor.

DataRecorder - The data recorder is a small portable recording device that receives signals via a sensor array that are transmitted by the PillCam video capsule as it passes through the GI tract. The data recorder is attached to a belt worn by the patient during the entire examination. In January 2006, the Company launched DR2.oC its most advanced data recorder with added storage capacity.

RAPID Real-Time Viewer - This handheld device enables physicians to conduct real-time viewing during the PillCam capsule endoscopy procedure, which ascertains whether the capsule has left the stomach. This maximises capsule time spent in the small bowel and can indicate when the capsule has left the small bowel to improve patient management during the procedure. It also allows physicians to remotely initialize a data recorder to administer the PillCam video capsule to patients at satellite locations. RAPID Real-Time was cleared for marketing by the U.S. Food and Drug Administration in June 2006.

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Capsule Endoscopy Training

Essential Capsule Nursing - Inaugural Training Programme

This ECN nurse training programme has been developed by Diagmed Healthcare located in Thirsk, North Yorkshire this course is designed for new and potential capsule endoscopy service providers. This exciting new programme provides an introduction to capsule endoscopy nursing in clinical practice. The first in the UK, our series of one-day courses aim to develop knowledge, practical skills and professional awareness of capsule endoscopy, with an emphasis on patient care and competent use of specialist equipment.

For further information or to book a place on the Essential Capsule Nursing course please contact Rob Pearson at Diagmed Healthcare on 01845 526660 or rpearson@diagmed.co.uk

The European Capsule Endoscopy Castle Training Programme

Two courses are available led by South Tyneside and Sheffield NHS Trusts, both consisting of lectures of clinical and practical importance, case studies and hands-on workshops. The course is held twice annually – one at Mary Ward House, London, and one at Lumley Castle, County Durham.

Beginners

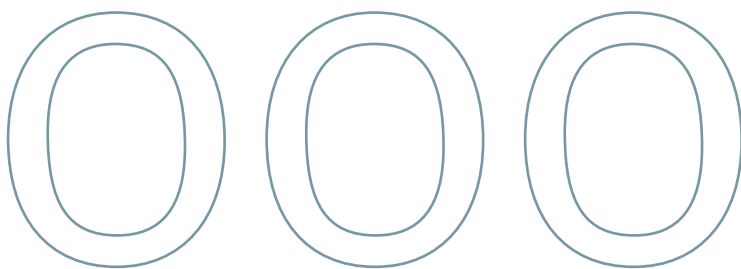
Designed for new and potential capsule users, this course provides an introduction to capsule endoscopy in clinical practice. The course involves hands on practical work to navigate the software and review a range of common pathologies.



Advanced

Designed to address the needs of established capsule endoscopy users, with an emphasis on advancing interpretation skills, and providing an update on the latest clinical and technological developments. Participants will have the opportunity to review and discuss difficult cases with unusual or atypical findings and interpret a range of normal and look-a-likes.

For further information or to book a place on these courses please contact Carolyn Davidson on Tel: 08448 13 030 ext 2274 or via email Carolyn.Davison@stft.nhs.uk



Conferences

The International Conference on Capsule Endoscopy (ICCE)

Established in 2002 by Given Imaging, the International Conference on Capsule Endoscopy (ICCE) is the world's pre-eminent symposium for the exchange of scientific, clinical, and practical information about PillCam capsule endoscopy. The ICCE annual meeting has taken place both in the USA and in Rome, Paris, Berlin and Madrid.

ESPGHAN/BSPGHAN paediatric Wireless Capsule Endoscopy Hands-On Course

Specialist training course aimed at paediatric Capsule Endoscopy users. Areas include:

- Theory of wireless capsule endoscopy
- Specific paediatric indications
- Complications and how to prevent and resolve
- Setting up a service
- Lesion recognition

Diagmed Healthcare Technical Support

For UK PillCam capsule endoscopy users, Customer Service and Technical support can be reached from Monday-Friday, 9am-5pm (Friday 9am-4pm). Telephone or email Rob Pearson, Given Imaging Coordinator on

01845 526660 or rpearson@diagmed.co.uk

The UK PillCam Capsule Endoscopy market has three dedicated full-time sales representatives serving England, Scotland & Wales. Their in-depth knowledge and **after-sales care** is second to none. Diagmed representatives are available from Monday-Friday, 9am-5pm (Friday 9am-4pm) and a 24 hour messaging service is available for emergencies.

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