

Pillcam<sup>®</sup>

Proven  
Reliable  
Trusted



 **DIAGMED**  
HEALTHCARE

**GIVEN**<sup>®</sup>  
IMAGING

THE COMPLETE AND PROVEN CAPSULE ENDOSCOPY SOLUTION

# 100

**Over 100 Given Imaging  
systems are located in  
hospitals throughout the UK**

The Pillcam platform is the most efficient and patient friendly diagnostic solution that provides visualisation of the GI tract in its natural state. The Given Imaging Pillcam Platform consists of Pillcam SB, Pillcam ESO and Pillcam Colon video capsules, the Given Workstation, Rapid Access and the 7th Generation of Rapid Software with Reader facility. With more than 1.2 million Pillcam capsules sold worldwide, Pillcam capsule endoscopy has proven to be safe, effective and clinically proven in over 3000 peer reviewed studies.

## The Facts

- Since its launch the PillCam Platform is the recognised leader in the field of small bowel visualisation with more than 1.2 million patients worldwide benefitting from the Pillcam video capsule.
- Over 100 Given Imaging systems are located in hospitals though out the UK.
- In the UK 32,000 small bowel procedures have been carried out using the Pillcam Small Bowel capsule since its introduction in 2002. Approximately 6,000 procedures are done per year and this number continues to grow.
- 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 ongoing studies confirm this.
- The Pillcam Colon 2 video capsule measures 11mm x 31mm and has a lens at either end with a 172° field of view for total luminal viewing. It can capture between 4 and 35 frames per second using the new Adaptive Frame Rate software during the 10 hour procedure to detect Ulcerative Colitis, Diverticulosis, Polyposis, colo rectal cancers and other disorders amongst those patients who do not tolerate colonoscopy or whom colonoscopy cannot be completed.
- The PillCam SB video capsule measures 11mm x 26mm and weighs less than 4 grams, has a 156° 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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Mill



More than 1.2 Million patients worldwide have benefitted from the PillCam video capsule

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### Latest generation software

RAPID 7 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; localisation, FICE, PSE; and advanced reporting module. The software also features the RAPID Atlas, which allows comparison of on-screen case images with a constantly updated library of reference images. Other features include the Study Manager, Quick-Adjust, Quick to Burn to DVD and Blue Mode.

This **seventh 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 7 include:

- **QuickView v7** - which allows fast preview of PillCam video images and identifies images that may be of interest to the reviewer.
- **The Polyp Size Estimator** - a research tool to allow physicians to gauge the size of polyps detected for purposes of definition and assessment.
- **RAPID Atlas** - Enables the side-by-side comparison of case images with a searchable database of peer-reviewed reference images.

### Advanced hardware and software

**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.

**Data recorder** -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 latest version of the data recorder, version 3, features a built in real time viewer as well as a bi-directional sensor to adapt the capsule frame rate to the motility of the patient. The capsule images are received via a new sensor belt worn by the patient throughout the procedure.

**Rapid Access** - this software solution can be tailored to the ever changing IT and data protection needs of the NHS to create a safer and much more flexible approach to capsule endoscopy for you.

**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 maximise 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.

In the UK, 32,000 small bowel procedures have been carried out using the PillCam SB since its introduction in January 2002.



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## Essential Capsule Endoscopy Nursing (ECN)

### European Capsule Endoscopy Castle 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. A beginner course is designed for new and potential capsule users and an advanced course is provided designed to address the needs of established capsule endoscopy users. The courses have both attracted international interest from capsule users.

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](mailto: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

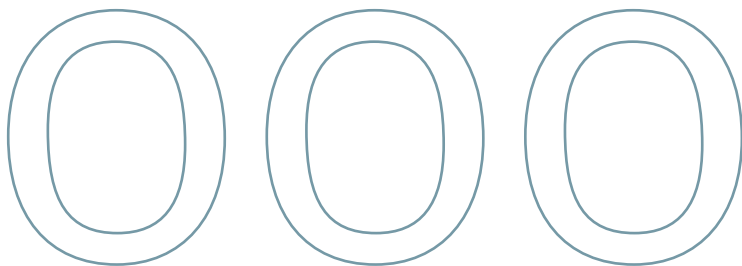
Designed for new and potential capsule users, this course provides an introduction to capsule endoscopy in clinical practice. The course involves hands on practical work to navigate the software and review a range of common pathologies.



#### 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 Davison on Tel: 08448 13 030 ext 2274 or via email [Carolyn.Davison@stft.nhs.uk](mailto:Carolyn.Davison@stft.nhs.uk)



## Conferences

### The International Conference on Capsule and Double Balloon Endoscopy (ICCD)

Established in 2002 by Given Imaging, the International Conference on Capsule and Double Balloon Endoscopy (ICCD) 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 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

Monday - Thursday, 8am - 5pm  
Friday, 8am - 4pm on;

**01845 526660**  
or **Freephone 0800 035 0344**  
[info@diagmed.co.uk](mailto:info@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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