

BEVERLY HILLS DOCTORS HOST SCOPEFEST 2013 FOR COLON CANCER AWARENESS

BEVERLY HILLS, CA. March, 2013 — In honor of Colorectal Cancer Awareness Month, fourteen doctors and nurses from La Peer Health Systems underwent colonoscopies as part of Scopefest, an event designed to boost awareness about colon cancer and lessen anxiety surrounding the screening process.

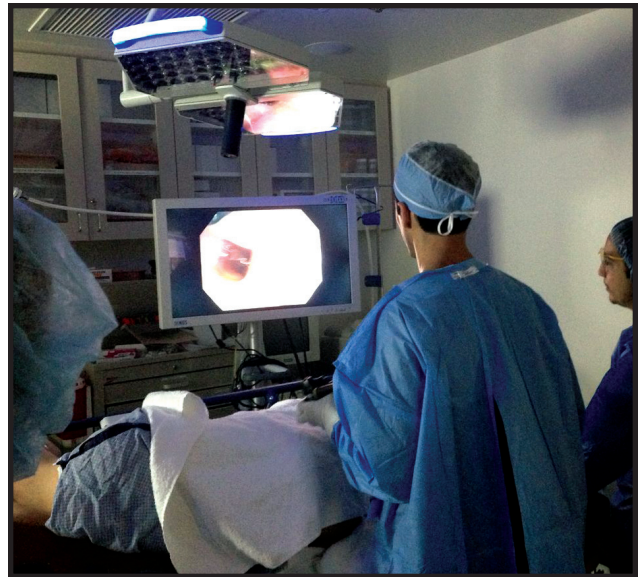
“Many people hesitate to schedule this life-saving procedure because they fear the preparation process,” said Dr. Ari Nowain, a gastroenterologist at La Peer and one of the two surgeons who performed colonoscopies on his colleagues. “The goal of Scopefest was to allow our doctors to practice what they preach, while showing people that a colonoscopy isn’t as bad as they might think.”

In an effort to lighten the mood about this dreaded exam, La Peer made Scopefest into a fun-spirited event lasting all weekend. The night before the doctors and nurses underwent screening, they attended a bowel preparation cocktail party at the Montage Hotel. An anesthesiologist, who doubles as a mixologist, created signature cocktails combining the standard Suprep bowel preparation drink with sparkling lemonade and other clear beverages.

“A good prep allows for a more effective procedure by letting your gastroenterologist and colorectal surgeon identify even the smallest polyp, and even the smallest polyp can be significant,” said Liza Capiendo, MD, a surgeon in La Peer’s Department of General and Colorectal Surgery and one of the doctors who underwent a colonoscopy at the event.

Colonoscopies are diagnostic exams in which doctors utilize a flexible tube known as a colonoscope to view the lining of the rectum and intestine and detect polyps. By removing these potentially pre-cancerous tumors early, surgeons can often prevent colon cancer from developing. Scopefest also featured screenings using the revolutionary new Third Eye® colonoscopy procedure, which provides doctors with a retrograde (“backward”) view of the colon. According to clinical trials, the Third Eye® colonoscopy aids in the detection of pre-cancerous polyps hidden behind the folds and turns of the colon.

All fourteen doctors and nurses underwent colonoscopies on Saturday, March 9th at La Peer Health Systems’ outpatient surgical facility in Beverly Hills. Following the screenings, everyone involved in Scopefest attended a dinner and awards presentation



at Via Alloro. Participants received light-hearted awards such as Best Prep, Biggest Polyp and Most Curvaceous Colon. Various media organizations and outlets, including My Fox LA, covered the event.

“Overall, Scopefest 2013 was a huge success,” said Dr. Siamak Tabib, a gastroenterologist at La Peer and one of the doctors who administered the exams. “Not only did the event help lighten the mood about bowel preparation, but it also provided patients with valuable information about when to undergo screening.”

According to Dr. Tabib, patients should begin undergoing regular colonoscopies at age 50. Those with a family history of colon cancer should begin screenings at age 40 or 10 years before the relative was diagnosed. For those experiencing symptoms of colon cancer, it’s important to undergo an evaluation right away. Patients interested in scheduling a colonoscopy can contact La Peer at 310.360.9119.

“Having a colonoscopy is the best way both to prevent colon cancer and detect existing cases early, when treatments are more effective,” said Dr. Tabib.

La Peer Health Systems is an outpatient surgery center in Beverly Hills, founded by doctors and focused on providing excellent patient care alongside the most cutting-edge medical treatments available. With 47 world-renowned physicians in 13 specialties, we offer comprehensive medical treatment that takes patients from consultation to diagnosis, treatment, surgery, and ultimately aftercare. Our 13 medical departments include orthopedics & sports medicine, gastroenterology, head & neck surgery, colorectal & general surgery,

podiatry, ophthalmology, pain management, plastics & reconstructive surgery, gynecology, spine surgery, interventional cardiology, bariatric surgery, and anesthesiology. Unlike large hospitals, La Peer's unique structure offers extremely personal care in a safe and controlled environment. Learn more:

www.ColonoscopyMD.com

www.LaPeerHealth.com

MINIMALLY INVASIVE SURGERY FOR COLORECTAL CANCER YIELDS OPTIMAL OUTCOMES FOR PATIENTS

SAGES Shares Patient Information Guidelines as Part of National Colorectal Cancer Awareness Month

LOS ANGELES, CA. March, 2013 – Colon and rectal cancer together comprise the nation's second-leading cause of cancer deaths. Every year, about 140,000 Americans are diagnosed with colon or rectal cancer and more than 50,000 people die from it. Fortunately, the death rate from this disease has steadily been decreasing for the last 20 years due to preventative screening and more sophisticated surgical approaches. One of these approaches is minimally invasive surgery. Minimally invasive laparoscopic colorectal surgery allows surgeons to perform many common colon and rectal procedures through small incisions. Depending on the type of procedure, patients may leave the hospital in a few days and return to normal activities more quickly than patients recovering from open surgery. The Society of American Gastrointestinal and Endoscopic Surgeons (SAGES) has issued "Patient Information Guidelines for Colonoscopy" for those focusing on prevention, and "Patient Information Guidelines for Laparoscopic Colon Resection" for those undergoing cancer treatment, highlighting the advantages of minimally invasive procedures and other pertinent information.

"Early screening is key to prevention, and it is worth remembering that colorectal cancer is the only one of the five most common cancers that can actually be prevented by screening – i.e. by removing colorectal polyps before they can turn into cancer. However when patients have to make a decision about treatment, they should be aware that minimally invasive operations are an option in many cases, as easier recovery can often be achieved through minimally invasive surgery (MIS)," said Dr. Scott Melvin, SAGES President and Professor and Chief of Gastrointestinal Surgery and Professor at Ohio State University. "We want patients to know that under the right circumstances, choosing laparoscopic

surgery will allow for a more comfortable recovery than an open procedure would and due to briefer recovery times, when necessary, chemotherapy treatment may take place sooner rather than later," Dr. Melvin said.

Dr. Tonia Young-Fadok, Professor of Surgery at the Mayo Clinic College of Medicine and Chair of SAGES Humanitarian task force added, "Through guidelines such as these SAGES is committed to encouraging patients to be more informed about the options available to them. Patients should feel comfortable asking their surgeon if a minimally invasive procedure is an option, and if not they may wish to seek a second opinion from a surgeon experienced with these operations."

Guidelines are available at the links above or also at: www.sages.org/publications/patient_information SAGES has been at the forefront of best practices in colorectal cancer surgery by researching, developing and disseminating the guidelines and training for standards of practice in surgical procedures. SAGES 2013 annual conference will be held this year April 17th-20th in Baltimore, Maryland.

About SAGES

The mission of the Society of American Gastrointestinal and Endoscopic Surgeons (SAGES) is to improve quality patient care through education, research, innovation and leadership, principally in gastrointestinal and endoscopic surgery. SAGES is a leading surgical society, representing a worldwide community of over 6,000 surgeons that can bring minimal access surgery, endoscopy and emerging techniques to patients worldwide. The organization sets the clinical and educational guidelines on standards of practice in various procedures, critical to enhancing patient safety and health. For more information, visit:

www.sages.org

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THIRD EYE RETROSCOPE TO BE EXHIBITED AT DIGESTIVE DISEASE WEEK (DDW 2013) IN ORLANDO

SUNNYVALE, CA, April 12, 2013 – Avantis Medical Systems, Inc., manufacturer of the Third Eye Retroscope, is again participating in Digestive Disease Week (DDW), which will be held May 18-21, 2013 in Orlando, FL.

This year’s focus will be on the extensive clinical data showing that use of the Third Eye Retroscope can substantially enhance the quality of colonoscopy by improving the ability to view areas behind folds in the wall of the colon.

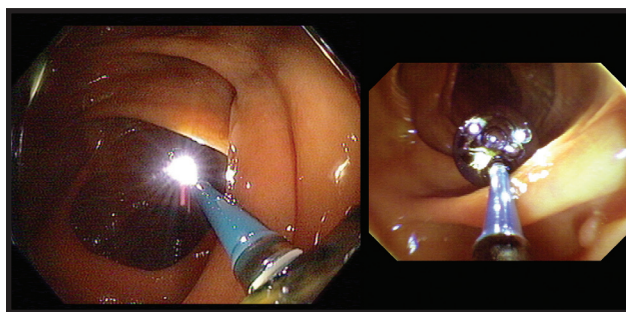
Colonoscopy is generally considered the best available method for detecting and removing adenomas and other lesions in the colon. However, due to limitations of the technology, even careful colonoscopy exams by experienced endoscopists can miss approximately 21-24% of adenomas and 12% of large adenomas, those measuring at least 1 cm in diameter. These large adenomas are considered the most dangerous, as they are estimated to transform into adenocarcinoma at a rate of 2-5% per year, depending on the age of the patient.

Adenomas are especially likely to be missed if they are located behind folds, where they are hidden from the forward-viewing colonoscope. The Third Eye Retroscope provides a second, retrograde (backward) video image that allows endoscopists to see the areas behind folds and flexures.

Multiple studies of the Retroscope have demonstrated improved adenoma detection rates. The largest and most recent was “TERRACE,” a randomized, controlled trial that provided a head-to-head comparison with standard colonoscopy. Each subject underwent two complete colonoscopies, one with and one without use of a Retroscope. The net additional adenoma detection rate for Third Eye colonoscopy was 23.2% for all subjects and 40.7% for subjects with higher risk for colorectal cancer – those having colonoscopy for surveillance or diagnostic workup.

The investigators also looked at miss rates for large adenomas, which were 11.8% for standard colonoscopy and 0.0% for Third Eye colonoscopy. Details of this and other studies are available at: <http://avantis.thirdeyecolonoscopy.com/clinical-results>

The Third Eye Retroscope is the only available device that can safely and effectively provide a retrograde view throughout the length of the colon. The device is



The images from the two video cameras are displayed side-by-side on a monitor. In this case, a polyp is clearly seen in the Third Eye’s retrograde view on the right but is hidden behind a fold in the colonoscope’s forward view on the left.

used in conjunction with a standard colonoscope, and is compatible with systems manufactured by Olympus, Fujinon and Pentax.

In support of colorectal cancer awareness activities, the Third Eye Retroscope was recently featured on the Emmy Award-winning daytime series “The Doctors” in a special segment called “Headline News Affecting Your Health Right Now.” The episode, which aired on National Colorectal Screening Day (March 8), highlighted Third Eye colonoscopy as a significant improvement to standard colonoscopy and can be viewed at: <http://www.thedoctorstv.com/videolib/init/8769>

About the Third Eye Retroscope and Avantis Medical Systems, Inc.

Avantis Medical Systems, Inc., a technology leader in developing novel catheter-mounted digital imaging devices, markets the Third Eye Retroscope, an FDA-cleared, disposable, catheter-based camera that is inserted through the instrument channel of a standard colonoscope to provide a retrograde (backward) view simultaneously with the forward view of the colonoscope.

Clinical evidence shows that two-thirds of the adenomas that are missed during colonoscopy are located behind folds in the wall of the colon, where they are often unseen in the forward view of the colonoscope, even during the most meticulous examinations. The retrograde view provided by the Third Eye Retroscope allows physicians to see more of the colon and can reveal lesions that are hidden behind folds.

For more information, visit:

www.ThirdEyeColonoscopy.com