

A:

Because your physician
gets the full picture.

Insist on Fuse®
Colonoscopy.

For more information on
Fuse® Full Spectrum Endoscopy®,
please visit
www.FuseColonoscopy.org



Fuse® Full Spectrum Endoscopy® is a registered trademark of EndoChoice, Inc.

Q:

Why should you be
excited about your next
colonoscopy?

Fuse®. A Revolution in Colonoscopy.

Colonoscopy saves lives.

For many years, colonoscopy has been the gold standard in colorectal cancer screening and diagnosis. Colonoscopy enables your physician to insert a thin flexible tube into the lower GI tract and examine the lining of your large intestine (colon) for abnormalities. Through careful examination with the endoscope, the physician is able to identify and detect pre-cancerous polyps or growths that could be precursors to colorectal cancer. Removal of these pre-cancerous polyps results in a significant reduction in the likelihood of developing colorectal cancer in the future.

The fact remains, however, that the limited field of view provided by standard, forward-viewing colonoscopes has been shown to miss many pre-cancerous polyps.

Introducing Full Spectrum Endoscopy®.

It's been twenty years since there has been major innovation in colonoscopy. To date, standard, forward-viewing scopes give the physician a limited 170 degree field of view (similar to driving a car with blinders on).

We are pleased to announce the latest advancement in endoscope technology – Fuse® Full Spectrum Endoscopy®. Fuse removes these “blinders” and enables your physician to potentially detect a significantly higher number of pre-cancerous polyps and provide you with the peace of mind in knowing you received the most advanced screening available.

Fuse is revolutionizing colonoscopy by providing a panoramic 330 degree view of the colon, almost double the view of standard colonoscopes.

Fuse colonoscopes feature cameras at the tip as well as on the sides of the scope providing your physician with a panoramic 330 degree view of the colon.

Fuse has been shown to greatly reduce the number of pre-cancerous polyps missed by standard colonoscopes. In fact, a study recently published in *The Lancet Oncology* revealed that Fuse found 76% more polyps and had a significantly lower “miss rate” than standard colonoscopes.

With Fuse, your physician is able to provide better care with early detection and is doing their part to help decrease the occurrence of colon cancer within the community.

According to the American Cancer Society, colorectal cancer (CRC) is the third leading cause of cancer-related deaths in the United States when men and women are considered separately, and the second leading cause when both sexes are combined. CRC is expected to cause approximately 50,830 deaths this year while another 150,000 new cases will be diagnosed.



Standard Colonoscope
Limited 170° Field of View



Fuse® Colonoscope
Panoramic 330° Field of View

1.5cm polyp may have been missed without this expanded field of view.



Q. What is Fuse®?

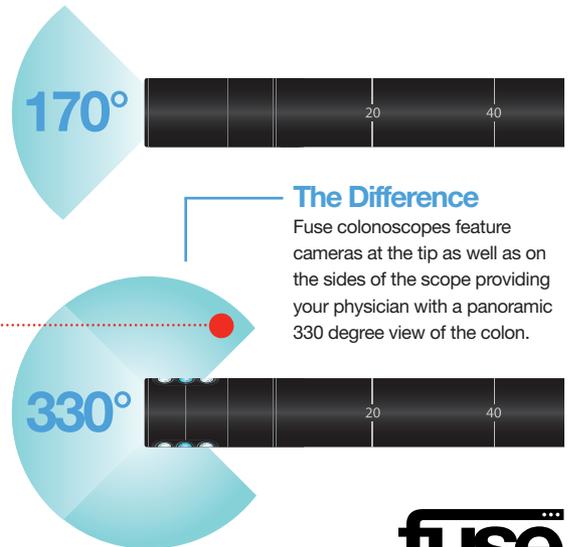
A. Fuse, or ‘Full Spectrum Endoscopy,’ is the latest advancement in colonoscopy. It provides your physician with a panoramic 330 degree field of view (as compared to the 170 degree view common with standard, forward-viewing scopes). This increased field of view provides your physician with the ability to see and detect more abnormalities.

Q. Will the procedure be any different if my physician uses Fuse®?

A. No. Your experience is exactly the same. The difference with Fuse is the enhanced field of view experienced by your physician.

Q. Does Fuse® colonoscopy cost more than standard colonoscopy?

A. No. Fuse colonoscopy is covered by your insurance in the same way as standard colonoscopy.



Insist on Fuse®.

