

**OLYMPUS**

IMPROVED  
DETECTION  
MEANS  
PREVENTION



ENHANCING VISIBILITY WITH  
ENDOCUFF VISION®

More accurate colon screening with improved visualization from the ENDOCUFF VISION can lower the chances of missing polyps, which can prevent fatal cancer.





## Colonoscopy

### Procedure Overview

With colonoscopy, your doctor is able to detect early problems that could lead to colon cancer. During this simple and safe procedure, your doctor will use a camera called a colonoscope to examine your colon and rectum, looking for abnormalities called polyps. If any abnormal or precancerous polyps are present, your doctor may remove them or take a biopsy through the colonoscope.

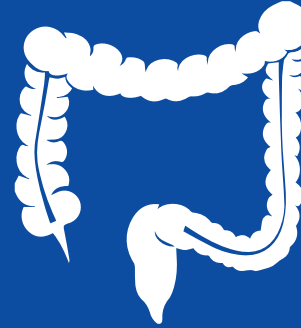
However, the colon is complex and the colonoscopy test is not perfect. The lining of the colon is shaped like an accordion and has many folds, so it can be difficult to see behind them and polyps can be missed. In fact, studies show that up to 25% of precancerous polyps are missed and because of this, up to 9% of colorectal cancers are found in patients who have had a recent colonoscopy.<sup>1,2</sup>



**When colorectal cancer is found at an early stage before it has spread, the 5-year relative survival rate is about 90%. But when it is diagnosed at a late stage, 5-year survival is less than 15%.**

## Colorectal Cancer

### Important Facts



**Colorectal cancer is the 2<sup>nd</sup> leading cause of cancer** in the United States among men and women combined.



**1 in 20** people will be diagnosed with colorectal cancer.



**1 in 3** people are not up-to-date with colorectal cancer screening.

**60%** of colorectal cancer deaths **could be prevented** with screening.



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## Adenoma Detection Rate

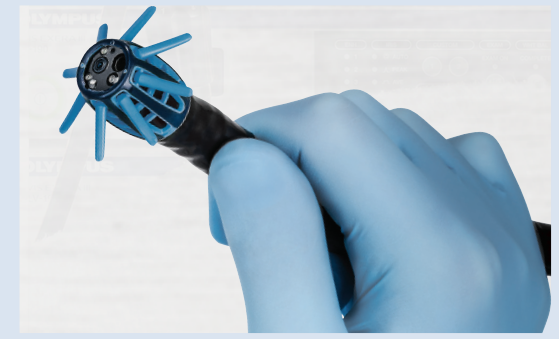
### Why is it important?

An adenoma is a type of polyp or growth that is precancerous (it can develop into colon cancer) but can usually be removed during colonoscopy. Almost all colon cancers develop from precancerous adenomas and colon cancer can be prevented by removing them.

The Adenoma Detection Rate (ADR) is currently the best "report card" for colonoscopy performance and is like a "batting average" for colonoscopists.

- ✓ Current guidelines recommend colonoscopists have at least a 25% ADR, and patients are encouraged to ask their colonoscopist what their detection rate is.
- ✓ Studies show that patients of colonoscopists with a high ADR have significantly lower risks of developing cancer between colonoscopy screenings (known as interval colon cancer).

**Increasing ADR improves a doctor's ability to detect polyps and minimizes the chances of missing polyps, which reduces the chances of patients developing colon cancer.**



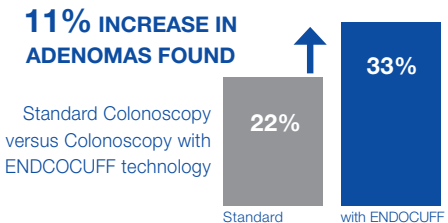
## Enhanced Visibility

### With ENDOCUFF VISION

ENDOCUFF VISION is a single-use device placed on the tip of a colonoscope with soft, flexible arms that flatten colonic folds to bring difficult-to-see areas behind the folds into view, where polyps are most commonly hidden and missed.

ENDOCUFF VISION has been shown to increase ADR by up to 11% — for every 1,000 patients screened, it is estimated that up to 110 patients with an adenoma could have been additionally identified.

Evidence: Widely tested in 12 randomized controlled trials with more than 8,000 patients and 140 colonoscopists, plus experts and endoscopists<sup>3</sup>



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## Learn More

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To find out more about the procedure and assisted colonoscopy devices visit:  
**[colonoscopytoday.com](http://colonoscopytoday.com)**

To learn more about ENDOCUFF VISION, visit:  
**[medical.olympusamerica.com/products/endocuff-vision](http://medical.olympusamerica.com/products/endocuff-vision)**

### References:

- 1 Baxter NN, Sutradhar R, Forbes SS, et al. Analysis of administrative data finds endoscopist quality measures associated with postcolonoscopy colorectal cancer. *Gastroenterology* 2011; 140:65–72.
- 2 Zhao S, et al. "Risk factors, and factors associated with adenoma miss rate of tandem colonoscopy: A systematic review and meta-analysis" *Gastroenterol* 2019; doi: 10.1053/j.gastro.2019.01.260.
- 3 Williet N, Tournier Q, Vernet C, et al. Effect of Endocuff-assisted colonoscopy on adenoma detection rate: meta-analysis of randomized controlled trials. *Endoscopy*. 2018;50(9):846-860. doi:10.1055/a-0577-3500

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