

Customer Voices

Innovative Solutions to Improve Clinical Outcomes

ENDOCUFF VISION



ENDOCUFF VISION supports the early detection of colorectal cancer. The device attaches to the distal end of a colonoscope and maximizes the viewable mucosa during endoscopic therapy by manipulating colonic folds. A single row of flexible arms evert and flatten folds to provide an enhanced view of the entire colon.

- **Clinician Benefits:** ENDOCUFF VISION has been shown to increase adenoma detection rates (ADR) by up to 16% over standard colonoscopies*¹, improving physicians' abilities to detect and treat cancer in its early stages. Early detection saves lives.
- **Patient Benefits:** Supports easier colonoscopies with less pain and less mucosal trauma.
- **Sales Regions:** U.S., Europe, Asia Pacific
- **Future Growth Outlook:** Double-digit growth (5-Year CAGR: FY2023-FY2028)

We are proud to develop innovative solutions along the care pathway that improve clinical outcomes. Here are two examples of novel solutions we recently introduced. Collaboration with healthcare providers was essential for the development of these new solutions, and we share their clinical experiences below. In the future, we will continue to partner with leading healthcare providers to elevate the standard of care and shape a better healthcare system.

iTind



iTind is a non-surgical device supporting the minimally invasive treatment of benign prostatic hyperplasia (BPH). The temporarily implanted nitinol device is placed in the obstructed prostatic urethra in a folded configuration. The super-elastic nitinol struts expand at the 12, 5, and 7 o'clock positions, reshaping the tissue to better allow urine flow.

- **Clinician Benefits:** iTind delivers rapid relief of BPH symptoms. It does not require cutting or heating prostate tissue, leaves behind no permanent implant, and avoids complications associated with other treatments.
- **Patient Benefits:** iTind preserves sexual function and continence and removes the need for an uncomfortable catheter. It can be placed during a straightforward procedure in an office or outpatient setting. Patients can recover at home.
- **Sales Regions:** U.S. and Europe
- **Future Growth Outlook:** Double-digit growth (5-Year CAGR: FY2023-FY2028)

Customer Voices



Dr. Douglas Rex
Indiana University Health (U.S.)

“ I utilize ENDOCUFF VISION in the great majority of routine colonoscopies I do. The main advantage is that it improves detection. We know from the Kaiser study by Doug Corley that for each 1% increase in the ADR there's a 3% reduction in the chance of colorectal cancer and a 5% reduction in the chance of fatal colorectal cancer*². There's also a strong suggestion that there are some improvements in efficiency with ENDOCUFF VISION, and it's really unusual to have a device that improves detection and at the same time makes you more efficient*³. ”



Dr. Seth Gross
NYU Langone Medical Centre (U.S.)

“ One of the things I really like and I have seen a tremendous benefit from early on is loop reduction. Loops are one of the biggest challenges when we do colonoscopies. I have noticed that when I take a loop out with ENDOCUFF VISION, that loop tends to stay out due to the way the fingers engage the colon. Furthermore, ENDOCUFF VISION allows me to better manipulate the colonic folds for a more careful inspection. I can really see more of the surface area of the entire colon and identify subtle polyps that would be otherwise hidden*⁴. ”

Customer Voices



Dr. Bilal Chughtai
Weill Cornell Medicine (U.S.)

“ The results of our randomized, controlled study demonstrate the safety and effectiveness of the iTind, a temporarily implanted device, in reshaping the prostate and allowing urine to flow, thus relieving lower urinary tract symptoms without the need for patients to go home with a catheter. Most adverse events experienced by patients during the trial were mild and resolved within two weeks, which is a major advantage over other therapies. Additionally, trial results showed that treatment with the iTind does not compromise sexual function*⁵. ”



Dr. Daniele Amparore
Division of Urology, San Luigi Hospital (Italy)

“ We now have published study data showing iTind device treatment is a reliable minimally invasive surgical option with minimal safety concerns for extended time periods. This evidence of clinical durability is important to physicians considering surgical options for BPH symptom treatment*⁶. ”

*¹ Tsiamoulos ZP, Misra R, Rameshshanker R, Elliott TR, Beintaris I, et al., "Impact of a new distal attachment on colonoscopy performance in an academic screening center," *Gastrointest Endosc.* 2018;87(1):280-287.
*² Corley, D. A., Jensen, C. D., Marks, A. R., et al. "Adenoma detection rate and risk of colorectal cancer and death," *New England Journal of Medicine*, 2014;370(14), 1298-1306.
*³ Quote is a compilation of Dr. Rex's comments in Episode 2: ENDOCUFF VISION and Its Benefits - <https://medical.olympusamerica.com/products/endocuff-vision#forPhysicians> and Episode 3: Adenoma Detection Rate - <https://medical.olympusamerica.com/products/endocuff-vision>
*⁴ Webinar: The Art of Unfolding - <https://youtu.be/dHmA9mEQZ40>

*⁵ Trial results published in Chughtai B, Elterman D, Shore N, et al. "The iTind temporarily implanted nitinol device for the treatment of lower urinary tract symptoms secondary to benign prostatic hyperplasia: A multicenter, randomized, controlled trial" [published online ahead of print, 2020 Dec 26]. *Urology*. 2020;S0090-4295(20)31520-X. Quote published in [https://www.goldjournal.net/article/S0090-4295\(20\)31520-X/fulltext](https://www.goldjournal.net/article/S0090-4295(20)31520-X/fulltext) published December 25, 2020 in *Urology*, a peer-reviewed medical journal known as the "Gold Journal"
*⁶ Amparore D, De Cillis S, Schulman C, et al. "Temporary implantable nitinol device for benign prostatic hyperplasia-related lower urinary tract symptoms: over 48-month results" [published online ahead of print, 2023 Jun 23]. *Minerva Urol Nephrol.* 2023;10.23736/S2724-6051.23.05322-3.
Note: Products or devices presented include future technology which may be pending regional regulatory approval and are not available for sale in all regions.