



VASCULAR IMAGING IN A WHOLE NEW LIGHT

"Staff love how the VeinViewer assists them in locating appropriate sites on patients who have small or deep veins that are difficult to palpate. One of our most skilled phlebotomists says she loves the VeinViewer."

- Gina Arsenault, South Bend Medical Foundation

HOW IT WORKS

VeinViewer® uses harmless near-infrared (NIR) light, and patented technologies to detect subcutaneous blood and create a digital image of the patient's superficial vein pattern projected directly onto the surface of the skin in real time.

FEATURES

VeinViewer's exclusive ASSESS™ Imaging Suite:

- **Universal** – Useful on all patients.
- **Fine Detail**– Ideal for seeing small veins in pediatric or sclerotherapy patients.
- **Inverse**– Further customize to your preference; very effective for darker skin tones.
- **Resize**– Choose 1 of 3 window sizes, a great feature for focusing on smaller appendages of pediatric patients.

- **MaxBright*** – Boosts brightness by another 40% for use in non-standard lighting conditions, delivering the brightest NIR vein illumination device on the market.

*MaxBright only available on VeinViewer Flex in EMS configuration with software upgrade.

CLINICAL CHALLENGES

Non-acute facilities face a variety of challenges which affect vascular access success:

- Patients in varying states of health
- Previous venipunctures may limit options
- Delays can affect treatment
- Patient satisfaction is key to continued success

EVIDENCE: AESTHETICS MARKET

Feeder vein targets marked for phlebectomy using naked-eye visualization and palpation versus VeinViewer only.

Total Naked Eye Marks	Total VeinViewer® Marks	Total Combined Marks	% of Marks Made with VeinViewer® Only
103	211	314	67%

Peer Review Journal, Aug. 2006, Dermatologic Surgery, Vein Imaging: A New Method of Near-Infrared Imaging, Where a Processed Image is Projected onto the Surface of the Skin for the Enhancement of Vein Treatment

EVIDENCE: BLOOD CENTER MARKET

Lifblood Biological Services, Memphis, TN, measured success with VeinViewer on donors previously turned away for QNS.

Donors previously turned away	Donor access achieved with VeinViewer	First-stick success rate
29	29	100%

"The use of VeinViewer allows us to find veins and draw units from subjects whom we would not have been able to successfully draw from without it."

—Edward Scott, MD

Lifblood Mid-South Regional Blood Center, Memphis, TN



VeinViewer® Vision



VeinViewer® Flex

BENEFITS

VeinViewer can help the clinician find the optimal venipuncture site and avoid potential complications.

- See veins up to 10mm deep. Locate valves and bifurcations.
- Increase patient referral and revenue.
- Help detect hematomas.
- Improve patient throughput by reducing access time.
- Help determine patency of IV by seeing blood column move during flushes.

Home Healthcare

- Avoid treatment delays with costly therapeutic agents for the current patient and next patient visit.
- Improve patient satisfaction.

Blood/Plasma Collection

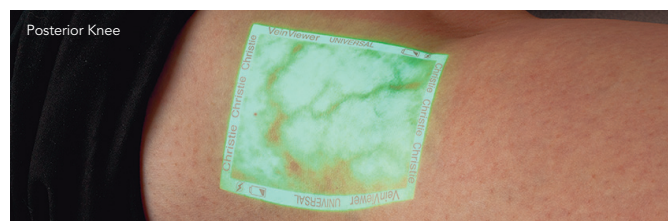
- Potentially reduce instances of quantity non-sufficient (QNS).
- Improve donor satisfaction and referrals.

EMS

- Patient types and conditions vary greatly; avoid unneeded interosseous (IO) placements.
- Time is critical and delays may be detrimental to patient outcomes.

Sclerotherapy

- Fully assess the patient and identify previously "invisible" feeder veins.
- Potentially increase the chance of success of the procedure; avoid additional treatments.
- Potentially reduce costs and improve patient throughput.



Only VeinViewer provides a full portfolio of products to address the vein illumination needs of every clinician: VeinViewer Vision, VeinViewer Vision^{XTND} and VeinViewer Flex. VeinViewer Flex is currently not yet for sale. Available winter 2011.

See the VeinViewer difference for yourself. Call today for a free demonstration.

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