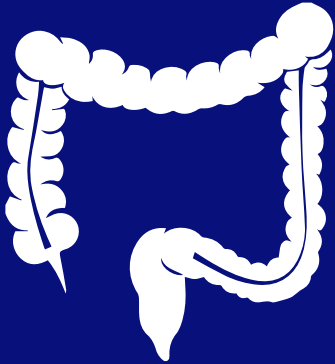


Colorectal Cancer

Important Facts⁵



Colorectal cancer is the 2nd 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.

Learn More

To find out more about the procedure and assisted colonoscopy devices visit: colonoscopytoday.com

To learn more about the ENDOCUFF VISION™ device, visit: medical.olympusamerica.com/products/endocuff-vision

References:

- 1 Data held on file by Olympus as of 12/09/2016 (K162205).
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- 3 Baxter NN, Sutradhar R, Forbes SS, et al. Analysis of administrative data finds endoscopist quality measures associated with post-colonoscopy colorectal cancer. *Gastroenterology* 2011; 140:65–72.
- 4 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.
- 5 American Cancer Society. Colorectal Cancer Facts & Figures 2020-2022. <https://www.cancer.org/content/dam/cancer-org/research/cancer-facts-and-statistics/colorectal-cancer-facts-and-figures/colorectal-cancer-facts-and-figures-2020-2022.pdf>
- 6 Rex DK, Schoenfeld PS, Cohen J, Pike IM, Adler DG, Fennerty MB, Lieb JG 2nd, Park WG, Rizk MK, Sawhney MS, Shaheen NJ, Wani S, Weinberg DS. Quality indicators for colonoscopy. *Gastrointest Endosc.* 2015 Jan;81(1):31-53. doi: 10.1016/j.gie.2014.07.058.
- 7 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

A rare but potential complication when using ENDOCUFF VISION device is the detachment of the device during the procedure. The physician should be prepared to retrieve the device if this were to occur. The physician should ensure ENDOCUFF VISION device is used only with compatible colonoscopes, that the colonoscope distal tip is in good condition, and that the device is fully seated on the distal tip prior to the application of lubricant to minimize the chance of detachment. Standard risks of colonoscopy including injury, bleeding and perforation still apply when using the ENDOCUFF VISION device.

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OLYMPUS

IMPROVED
DETECTION
MEANS
PREVENTION



ENHANCING VISIBILITY WITH
THE ENDOCUFF VISION™ DEVICE

More accurate colon screening with improved visualization from the ENDOCUFF VISION device can lower the chances of missing polyps, which may reduce the chance of fatal cancer.^{1,2}

OLYMPUS

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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.^{3,4}



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%.⁵



Adenoma Detection Rate

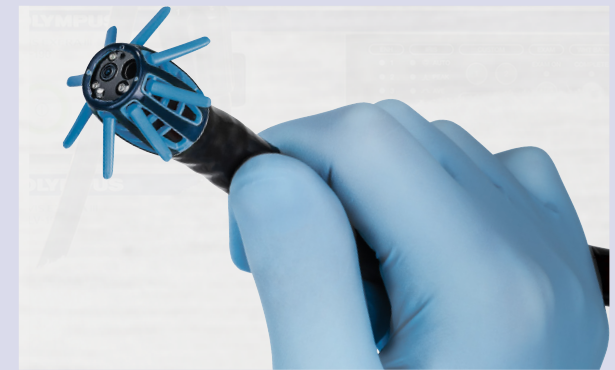
Why is it important?

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.⁵

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.⁶
- ✔ 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).²

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.²



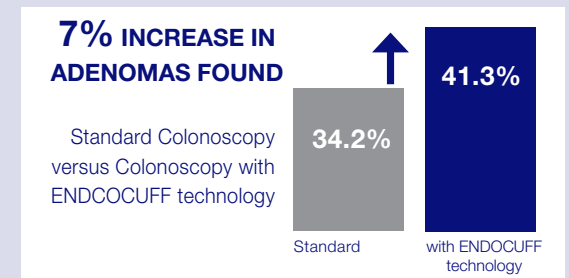
Enhanced Visibility

With ENDOCUFF VISION™ device

ENDOCUFF VISION device 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.¹

ENDOCUFF™ technology has been shown to increase ADR by up to 7%—for every 1,000 patients screened, it is estimated that up to 70 patients with an adenoma could have been additionally identified.⁷

Evidence: Widely tested in 12 randomized controlled trials with more than 8,000 patients and 140 colonoscopists, including experts and novices.⁷



More accurate colon screening with improved visualization from the ENDOCUFF VISION device can lower the chances of missing polyps, which may reduce the chance of fatal cancer.^{1,2}