

For Immediate Release

Contact: John Lang, Chair, Hotel Dieu Hospital Foundation
Hotel Dieu Hospital, Perth-Andover, NB
506-273-2875
johnlang@nb.sympatico.ca
Foundation website www.hdsjf.ca

HD GOES HD ! Hotel Dieu goes High-Definition !

Perth-Andover's Hotel Dieu Hospital introduces HD Endoscopy from Olympus

New Brunswick (Oct. 26, 2009) - Hotel Dieu goes High-Definition, thanks to the local Hospital Foundation's purchase of new medical - surgical equipment from Olympus Canada. Olympus explains that there are many advantages to the new equipment. One universal imaging platform can be used for both endoscopic observation and minimally invasive surgery in the Operating Room during Colonoscopy, Upper GI Endoscopy, Laparoscopy and more.

This keeps costs lower since the single universal platform eliminates the need to train staff on multiple systems and maintenance procedures. HD cameras inside the patient send very detailed, sharp, realistic images to the HD monitor. The increased resolution results from a higher pixel count and density which can help physicians provide patients with more accurate diagnoses. The endoscopy equipment can be used in various locations throughout the Hospital. In the operating room, HD laparoscopic surgical equipment helps the surgeon see more clearly.

Foundation Chair, John Lang says that 2 years ago the Hospital administration explained the advantages to the patient and the surgeon of the new HD equipment. The Hospital already had 10 year old equipment. The Foundation decided then to take up the challenge of bringing state-of-the-art, "cutting" edge equipment to Perth-Andover's Hospital. It is now installed and working. The Foundation is continuing to fundraise in order to add extra features to the EVIS EXERA II universal imaging platform which it purchased. "This type of HD equipment is now standard in larger Hospitals and our Foundation is pleased to provide it for our 34 bed Hotel Dieu Hospital", explains Mr. Lang. He added that it is as exciting as when you see your first HD TV at home. It is logical to use the latest HD technology in Hospitals.

Dr. José Morales, Head of Surgery is one of the Doctors at Hotel Dieu Hospital who is already using the new Olympus universal imaging platform. It is the world's first to deliver both HD and Narrow Band Imaging (NBI) technologies. Dr. Morales is impressed with the superior clarity of the image on the HD monitor of the EXERA II. It allows him to do more precise surgical work and have better outcomes for the patient. Also, he says the view on screen is excellent when he is doing endoscopies. He can identify any structures or polyps as he checks the colon, duodenum and stomach, etc. "The EXERA II is an essential tool that I use for cancer prevention with my patients. I recommend a colonoscopy for all patients over 50. The new High Definition equipment helps me do more for my patients."

There is one more "training" advantage to the EXERA II, in addition to what was mentioned previously : portability, saving money, safer, more accurate HD imaging, dual use of one platform- for both endoscopic observation and minimally invasive surgery , use of standardized equipment- allowing exchange and sharing of surgeons with other Hospitals, etc.

Surgeon training is another key benefit that the EVIS EXERA II brings to our community. Olympus is a proud sponsor of the "Skills Centre for Health Sciences", a state-of-the-art training facility at the QE II Hospital in Halifax. At the Skills Centre, surgeons master new skills and techniques using the EXERA II universal imaging platform in a virtual Operating Room setting. This advanced, standardized, world class training keeps surgeons current, enhances patient safety and helps Hotel Dieu Hospital recruit and retain top surgical talent.

ABOUT HOTEL DIEU HOSPITAL

Hotel Dieu Hospital in Perth-Andover, NB is a full service, 34 bed acute care facility, one of 12 Hospitals of Horizon Health Network. It was founded in 1947 and serves patients in Victoria County and beyond. For more information, please refer to the Hospital Foundation's website - www.hdsjf.ca.

The Facility Manager is Marsha Lang, 506-273-7211.

ABOUT OLYMPUS

Olympus is a precision technology leader that provides knowledge and solutions that enable healthcare professionals to achieve excellent clinical and financial outcomes across the continuum of care.