

The Changing Prostate Biopsy Landscape



New Methods Needed – The prostate cancer landscape is changing today—evidenced by younger men being diagnosed, a predominance of lower stage disease and a growing number of new treatment options. Physicians are looking for new methods to help improve disease staging, select the most appropriate treatment and provide the best long-term patient follow-up.

The Bx Revolution – In view of the changing biopsy landscape, top centers nationwide have established advanced prostate cancer diagnostic programs. With multiple protocols from which to choose—from a standard exam to an 18-core biopsy and beyond—their adoption of **Artemis** lets them build a baseline of actual biopsy data for each patient.

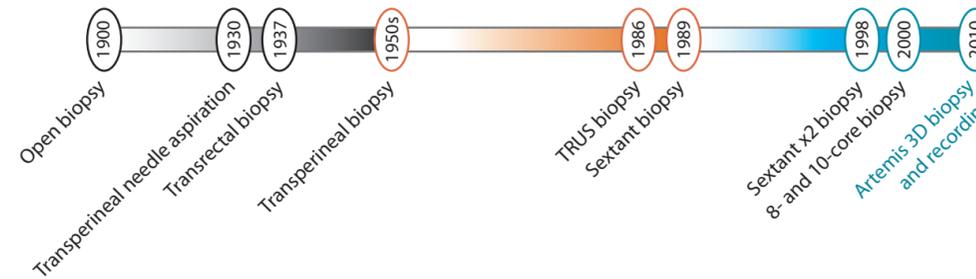
ROI – Whether you represent an institution needing to study and publish, or run a private practice competing with larger urology centers, the inclusion of Artemis in your practice provides the following return on investment:

- Clinical Technology Differentiation
- High Patient Retention
- Patient Attraction/Satisfaction
- Higher Potential Reimbursement

Easy Adoption – Your current biopsy tools and process changes very little. You'll use the same US system, bx needles, gun, lab, pathologists and office. The only change is the addition of Artemis, which is easy to learn and operate.

Patient Retention – Because you can now revisit any previous bx sample site, using Artemis can help create a long-term, sophisticated patient bx management program—including the ability to confidently sample precise areas of the prostate and record bx locations for future reference in diagnosis and management. This ensures patients will gain a significant advantage by repeatedly returning to the same practice—yours.

Bottom Line – What's needed is a **Smart Prostate Biopsy** (see *inset*) that can provide you and your patients with a more accurate diagnosis along with better information regarding the exact location and extent of the disease—while also providing information to help you both make a smart, individualized choice about prostate cancer management or treatment.



Enhanced Image Generation for Over 30 Years

With its products adopted by hospitals worldwide, for 30 years Eigen has been a driving force in developing innovative solutions for medical imaging that offer the largest return on investment. Dedicated to improving the quality of healthcare, Eigen provides advanced, yet affordable imaging tools for healthcare professionals to visualize, diagnose and determine appropriate treatment for your patients.

innovation by **eigen**

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ei•Nav | **Artemis**

Revolutionary Imaging & Navigation System
for Prostate Biopsy Information
& Management



- Navigation
- Targeting
- Recording
- Reporting
- Reproducibility

Artemis

Advanced 3D technology to help you visualize, plan, navigate, track, record and manage prostate biopsies

Clinical Value

- Complete biopsy management platform
- Long-term patient biopsy management
- Single system for all patient biopsies
- Uniform systematic biopsy protocol
- 3D patient communications
- Information for better treatment decisions
- Enhanced diagnostic accuracy



Features

- Integrated motion compensation
- Automatic 2D to 3D image conversion
- Automatic recording of all sample sites
- Targeted biopsy of abnormalities and suspicious sites
- Planning templates from standard to extended biopsies
- True prostate mapping via needle navigation and tracking
- Revisit previous sample sites/overlay previous gland volumes

Scan

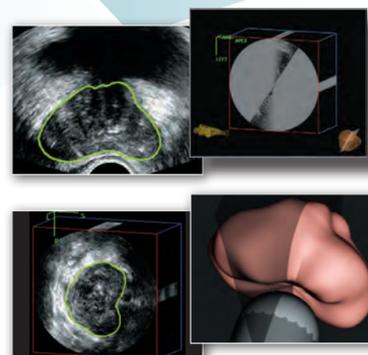


IMAGE GENERATION

Integrated with your existing TRUS end-fire probe, generating a 3D prostate image is as easy as rotating the probe cradle. Artemis displays the 3D image and full color model rendering within a few seconds.

Artemis semi-automatically computes gland volume and boundaries. This enhances tissue structure visualization for improved planning and guidance.

Plan

ADD, DISPLAY & EDIT

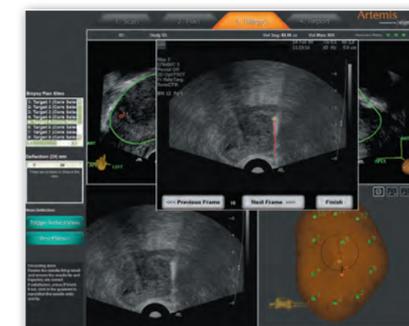
Artemis' intuitive user interface lets you add, display and edit predefined 6- through 18-core plans. You may also mix and match to create custom biopsy plans. Compare previous Bx sites or fuse multiple plans for a mapping biopsy.



Biopsy

NEEDLE LOCALIZATION & TRACKING

Artemis' tracking computes the needle trajectory, its core position and depth with a high degree of accuracy. If there is needle deflection due to patient movement or tissue obstruction, this measurement is displayed. Importantly, the XYZ coordinates of the biopsy site are recorded in 3D for future reference, treatment planning and monitoring.



REPEAT BIOPSY & MONITORING

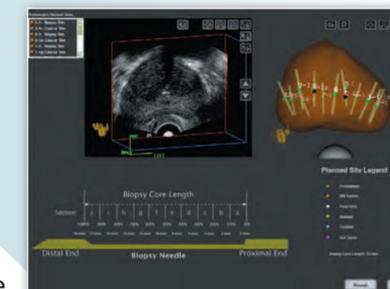
Managing patient care and monitoring disease progression it is often necessary to compare prostate gland volumes and to perform repeat biopsies. Artemis aligns your patient's prior and current gland images for easy volume monitoring or additional tissue extraction. Its ability to display previous biopsy sites on the new gland image can help guide you to those same sites, new sites or even the surrounding tissue for a focused saturation.



Report

EXTENSIVE REPORT GENERATION

A 3D prostate model with the actual core sites is displayed at the end of the Bx procedure. Pathology data can be entered to modify this model to illustrate the extent of the disease. Coupled with built-in report printing, these features enable you to more effectively communicate with your patients. This, in turn, empowers them to better understand their disease and treatment options.



Helping You Promote Your Artemis Technology

Through an ongoing awareness and value-building campaign, Eigen maximizes your investment in Artemis by educating patients and directing them to your hospital or clinic.

To assist you with promoting your Artemis technology, Eigen makes available a number of printed materials—such as postcards and patient reminders—which you may distribute in a number of ways. Eigen also provides related materials at patient advocacy events to promote those like you who have invested in Artemis and **Smart Prostate Biopsy™** technology.

Eigen's patient advocacy website—SmartProstateBiopsy.com—offers details about the Smart Prostate Biopsy. Viewers are also provided your credentials and contact information, along with a link to your hospital or clinic.

Our partnering efforts help drive new traffic to you, making you more competitive while increasing your bottom line.

www.smartprostatebiopsy.com