

DON'T STICK IN VAIN. STICK IN VEIN.



Whether due to age, skin tone or condition, veins can be significantly difficult to locate and access in many patients.



VeinViewer by Luminetx™ uses unique, patented technologies to identify and locate subcutaneous veins and project their location directly onto the surface of the skin.

“VeinViewer helps us to avoid multiple sticks.”

- Richard A. Baum, MD, Chief of Interventional Radiology, Brigham and Women's Hospital

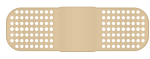
VEINVIEWER BY LUMINETX™

"Invention of the Year"
- *TIME Magazine*

"Good news for patients and nurses"
- *NBC Los Angeles*

ENLIGHTENED PROCEDURES

Would your vascular procedures be more efficient and less stressful if clinicians never had to guess about the location of veins?



Consider the pain and discomfort that is documented to be associated with multiple attempts at venipuncture. Further, consider the resource impact of delayed and unsuccessful procedures.



"With VeinViewer, patients never need to feel like human pincushions again."

Richard A. Baum, MD, Chief of Interventional Radiology Brigham and Women's Hospital

Now consider the value of a system that allows you to clearly see accessible vasculature (or the lack thereof) in real time, directly on the surface of the skin. VeinViewer by Luminetx.

Any clinician may operate the VeinViewer system without additional certification. Your hands are free to do your work. It's

non-invasive, with no risk of tissue damage from the image. And there is no risk of cross-contamination because there is no patient contact with the device.

There is nothing else like it.

Using near-infrared light and other advanced technologies, VeinViewer is the only technology developed to locate subcutaneous veins and project their location onto the surface of the skin.

For more illumination call (901) 252-3700 or visit www.veinviewer.com.



VISIBLE RESULTS

"We use the VeinViewer for a million different things from IVs to PICC lines. We are expanding its use into pediatrics because children and babies have very small veins."

*- Richard A. Baum, MD
Chief of Interventional Radiology
Brigham and Women's Hospital*

"The VeinViewer will become a 'have to have' not only because it makes veins easier to see, but also because of its marketing feature. Patients will want to go to the doctor with the most up-to-date technology."

*- Michael Nerney, MD, FACS
Diagnostic Clinic, Largo, Florida*

STUDIES AND STATISTICS

MOST PAINFUL - Venipuncture is commonly seen as one of the most painful and frequently performed invasive procedures by nurses.¹

1 BILLION - An estimated number of venipunctures performed annually.²

90% of inpatients require peripheral IV access and approximately **25%** of patients need central venous access.³

2.4 - The current average number of penetrations performed in order to obtain successful catheter placement. In one study, the "number of penetrations ranged from 1 to at least 14."⁴

¹Jacobson A. Intradermal normal saline solution, self-selected music, and insertion difficulty effects on intravenous insertion pain. *Heart and Lung: The Journal of Acute and Critical Care* 1999;28:114-122.
²Grable HO, Gill GW. Phlebotomy puncture juncture: preventing phlebotomy errors - potential for harming patients. *Laboratory Medicine* 2005;36,7:420-33. ³Horattas MC, Trupiano J, Hopkins S, et al. Changing concepts in long-term central venous access: Catheter selection and cost savings. *American Journal of Infection Control* 2001;29:32-40. ⁴LaRue GD. Efficacy of ultrasonography in peripheral venous cannulation. *Journal of Intravenous Nursing* 2000;23:29-34.

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

*- Edward P. Scott, MD
Medical Director and CEO
Mid-South Regional Blood Center*

"I was astounded by what I saw. It is clear to me that the VeinViewer will be a very useful tool in my everyday phlebotomy practice."

*- Steven E. Zimmet, MD
President of the American College of Phlebotomy*



"VeinViewer fulfills a basic surgical principle - if I can see it, I can do it."

- Steve Elias, MD, FACS, Director of the Center for Vein Disease, Englewood Hospital and Medical Center

VeinViewer™
by Luminetx

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