



**FOR IMMEDIATE RELEASE**

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## **BRINGING HDTV FROM THE LIVING ROOM TO THE HOSPITAL ROOM**

### ***Sunrise Hospital & Medical Center Introduces High-Definition Endoscopy***

**LAS VEGAS** – High-definition television (HDTV) is making its way from the living room to the hospital room. Sunrise Hospital introduces new endoscopy technology to help doctors diagnose diseases in the upper and lower gastrointestinal tract with an **open house demonstration on Monday, April 21 from 11 a.m. – 1 p.m. and from 5 p.m. – 7 p.m.** In addition to visualizing the new technology, attendees of the open house will be toured through the hospital's sophisticated GI suites, processing rooms and sterilization rooms.

Compared to conventional systems, high-definition endoscopy, combined with Narrow Band Imaging™, provides doctors with sharper images and better contrast, which in turn may help them to better detect lesions during examinations when using the wide-angle colonoscope. As a result, patients may receive more accurate diagnoses. The new system, called EVIS EXERA II™, can also shorten procedure times for patients. The HDTV signal from the endoscope platform's video processor is designed to produce an impressive 1080 lines of resolution, more than twice the number of scan lines used by conventional systems, offering doctors breathtaking images of the colon with a high level of detail and color.

"High-definition imagery is the latest advancement in medical tools, and it has a significant impact on the diagnosis and treatment of patients," said Dawn Hughes, Operating Room director at Sunrise Hospital. "Our facility is committed to investing in cutting-edge techniques, especially for important tests such as endoscopies."

The American Cancer Society (ACS) projects that colon and rectal cancer will kill 55,170 Americans this year. The ACS also points out that the five-year survival rate for people whose CRC is treated in an early stage, before it has spread, is greater than 90%.

The ACS recommends that beginning at age 50, both men and women should be screened for colon and rectal cancer. People with CRC risk factors, such as a personal history of CRC or adenomatous polyps or a strong family history of CRC or polyps,

should talk to their doctor about starting CRC screening earlier and/or undergoing screening more often<sup>[1]</sup>.

### **ABOUT SUNRISE HOSPITAL**

Now celebrating its 50<sup>th</sup> anniversary, Sunrise Hospital & Medical Center provides the most sophisticated, quality healthcare in Southern Nevada. A Consumer Choice award-winning hospital for 12 consecutive years, the 701-bed acute care facility includes comprehensive inpatient and outpatient services such as The Nevada Neurosciences Institute— the region’s first JCAHO-accredited Primary Stroke Center, an ACoS-recognized Comprehensive Cancer Center, an innovative, full-service Breast Center and specialty services in cardiac, women’s health, pulmonology, critical care, complex surgery, and rehabilitation, as well as Level-II Trauma and Emergency care. The hospital has invested millions of dollars in obtaining new technologies such as the daVinci Robotic surgery system, Intraoperative MRI machines, Gamma Knife incision-less brain surgery, and an exclusive Picture Archiving and Communication System designed to assist physicians in retrieving important patient data. Sharing the same campus, Sunrise Children’s Hospital provides a parallel suite of highly specialized services to maternal moms, newborns and the youth of the Southwest United States.

### **ABOUT OLYMPUS**

Olympus is a precision technology leader in designing and delivering imaging solutions in healthcare, life science and photography.

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<sup>[1]</sup> American Cancer Society Guidelines for the Early Detection of Cancer, revised Feb 28, 2006