KNOW YOUR EXPOSURE
DO SOMETHING ABOUT IT

REACT
REDUCE EXPOSURE AND CONTRAST
KNOW YOUR RISK

From 15% to approximately 50% – this dramatic increase represents the widespread growth of the per capita annual exposure to medical radiation in the United States today, as compared to only three decades ago. Clinicians and staff, in particular, are impacted by chronic low-dose exposure, which may be linked to increased risks of cancer, cataracts and sterility.

BE RESPONSIBLE AND REDUCE

The safe threshold for ionizing radiation exposure is unknown. By decreasing patient radiation dose during a procedure, the operator and staff receive a proportional decrease of scatter dose. Both clinicians and patients benefit from using less ionizing radiation. When feasible, imaging techniques that omit ionizing radiation, such as Intravascular Ultrasound (IVUS), may provide an elegant solution for reducing overall exposure to clinicians, technicians and patients.

In a study of 79 patients undergoing endovascular aneurysm repairs, Hoshina et al. showed a 46% reduction of contrast with use of IVUS guidance. Marty et al. demonstrated IVUS as a valid alternative technique to intravenous arteriography in 88 endovascular aneurysm repairs that exclusively utilized IVUS – mean of 19 minutes of regular fluoroscopy, as compared to a mean of 39 minutes per case in Lipsitz et al. study of 47 endovascular aneurysm repairs utilizing intravenous arteriography.

IVUS provides detailed and accurate measurement of lumen and vessel sizes, area and type of disease and location of key anatomy, for proper case planning, device selection and sizing with reduced radiation exposure and contrast time.

KNOW YOUR EXPOSURE

DO SOMETHING ABOUT IT

REACT WITH IVUS REDUCE YOUR RISK

YOUR PRACTICE OVERCOMES DAILY CHALLENGES TO DELIVER OPTIMAL CARE AND RESULTS FOR THE HEALTH OF YOUR PATIENTS. OVEREXPOSURE TO IONIZING RADIATION SHOULDN’T AFFECT YOURS.

REACT WITH IVUS KNOW YOUR EXPOSURE Do Something About It

DO SOMETHING ABOUT IT

GROWTH OF THE PER CAPITA ANNUAL EXPOSURE TO MEDICAL RADIATION IN THE UNITED STATES IN THE LAST THREE DECAD...
“I think about radiation all the time. Even when I’m not doing my cases.”

— Frank Arko MD, Carolinas Medical Center

“With IVUS, you can see exactly where you want to be, you can see exactly what you want to do and that’s without contrast or stepping on the fluoroscopy pedal.”

— Tom Davis MD, St. John Medical Center