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## Introducing ENDOTALK Expanding Knowledge in GI and Surgical Endoscopy

How much time do you spend searching resources in reference to gastroenterology and surgical endoscopy? Do you spend hours seeking answers to questions on products, procedures, meetings, regulatory updates, reimbursement and employment opportunities?

Allow ENDOTALK to provide you with up to date information about the world of gastroenterology and surgical endoscopy at one convenient web site. Our research team is a well-rounded staff of professionals with diverse backgrounds, featuring OR and GI nurses, practicing medical physicians, hospital management, medical product sales, marketing management, and media design.

ENDOTALK provides resources, direction, and convenience when searching information regarding gastroenterology. Enjoy the different and informative components of this new web site!



ENDOTALK.com features the following:

- Calendar of Events - event, dates & location
- ENDOTALK News - monthly newsletter provided with subscription.
- Education - on line educational opportunities for your review and selection.
- ENDO Compare - detailed cross-reference of over 6,000 endoscopy products with detailed description and list pricing - membership required.
- ENDO Careers - job searches, job listings, and employment opportunities, all focused on GI, membership required.
- ENDO Directory - over 200 professional links provided, featuring the following:
  1. Leading GI Facilities.
  2. Prominent Group Purchasing Organizations (GPO's) and Integrated Delivery Networks (IDN's).
  3. Top GI Endoscopy Device and Pharmaceutical Manufacturers.
  4. Professional Medical Organizations.
  5. Medical Guidance Organizations.
  6. References.
  7. Vendor Highlights.
  8. Professional Medical Journals.

## Special Points of Interest

- Introducing ENDOTALK
- News at DDW and SGNA
- An interview with Dr. Joseph Geenen
- FDA announces new chief
- New HIPAA Regulation
- The Cost of Obesity

**Log on - ENDOTALK.com is talking gastroenterology!**

## DDW & SGNA Highlights - 2003

The cold and rainy weather in Atlanta did not dampen the spirit of the SGNA meeting. Over 1,700 registrants enjoyed Atlanta's southern hospitality theme: "Tradition, Trends, and Tomorrow". Vendors at SGNA shared their vision of tomorrow by presenting new products for the future.

Sunshine and excitement welcomed registrants and vendors to DDW 2003 in Orlando. With nearly 5,000 abstracts and seven days of scientific and educational sessions, DDW and the DDW society postgraduate courses provided a comprehensive overview of important, cutting-edge information in the fields of gastroenterology, hepatology, endoscopy and gastrointestinal surgery for researchers and clinicians alike. Some of the products featured at this year's DDW and SGNA include

**C.R. Bard** - Luminex™ Endoscopic Biliary Stent, Precisor™ Hot and Cold Biopsy Forceps, and Fastrac™ Peg Kit.

**Microvasive/Boston Scientific** - Polyflex® Esophageal Stent, Speedband Superview Super 7™ Multiple Band Ligator, and ZeroTip™ Airway Retrieval Basket.

**Olympus** - EndoJaw™ Disposable Biopsy Forceps, Snare Master™ Disposable Polypectomy Snare, ERM Kit™ Disposable Endoscopic Mucosal Resection Kit.

**Wilson-Cook Medical** - Tri-Clip™ Endoscopic Clipping Device, ECHOTIP® EUS Ultrasound Needle, Tracer Metro™ Guide Wire with Aqua Coat Tip, ESD™ Flexible

Endoscopic Suturing Device, Zilver® Biliary Self-Expanding Metal Stent

**U.S. Endoscopy** - Carr-Locke Injection Needle, Rotatable Retrieval Basket, Roth Net™ Retrieval Device

**Hobbs Medical** - Mistifier™ Spray Catheter

**The Scope Exchange** - Divine™ Endoscopic Disposable Cleaning Brush, LeakCheck™ Cap Tester

## Medical Corner Ask the Expert

Joseph E. Geenen, M.D.  
Partner & Founder,  
Gastroenterology Consultants, Ltd.  
Milwaukee, WI - USA

Dr. Geenen is Clinical Professor of Medicine at the Medical College of Wisconsin. Good Housekeeping Magazine named him one of the "400 Best Doctors in America". Dr. Geenen is a world-renowned expert in the field of Gastroenterology. He is known for his numerous published articles and thought provoking lectures and has pioneered research work in the area of therapeutic endoscopy for treatment of ulcers, gallstones, pancreatic disease, and Sphincter of Oddi Dysfunction.

We had a chance to catch up with Dr. Geenen at DDW in Orlando for a few words of wisdom in reference to career choices. And for all of you who know Dr. Geenen – he is never in one place very long. Our question to Dr. Geenen was "What advice would you give to an "up and coming" physician interested in becoming "an expert" in the field of pancreatic disease and treatment, such as yourself?"

Dr. Geenen acknowledged that the appropriate course of education is "very important". The usual basic GI training as well as specialty training in pancreatic disease is much needed. But he was quick to point out that one must pursue a fellowship at a facility that offers "patient and procedure volume, teachers willing to teach, and access to a whole team approach", – the team includes the pathologist, radiologist, surgeon, and gastroenterologist - all working together.

Although the physician may have excellent training and experiences, sometimes you have to make a "judgment call" and "judgment is difficult to teach", adds Dr. Geenen. "Commitment and sacrifice" is a big part of becoming "an expert", and practice location as well as patient volume is very important to remaining an expert in the field of therapeutic endoscopy.

A special thank you to Dr. Geenen for allowing us to spend time with him and sharing his thoughts.

## Research and Technology Health costs of obesity near those of smoking

Washington Post  
The treatment of illnesses related to obesity costs America \$93 billion a year, rivaling the financial toll of smoking-related disease, according to an analysis published today on the Web site of Health Affairs. Healthcare for overweight and obese individuals costs an average of 37% more than for people of normal weight, adding an average of \$732 to the annual medical bills of every

continued on next page

## Industry Update

### Full Steam Ahead - HIPAA Privacy Regulation

April 14, 2003 - the privacy policy of the Health Insurance Portability & Accountability Act of 1996 (HIPAA) took effect. The Standards for Privacy of Identifiable Health Information are designed to help protect and guarantee the confidentiality of a patient's personal medical information. The act rules on how patient information is handled, who may see it, and how patients may assert their rights. Not only are physicians, nurses, and hospitals held accountable for adhering to the new privacy act but also included is Healthcare providers, clearinghouses, and other providers.

Physicians and hospitals are required to devise or revise contracts with all of their "business associates" that come into contact with identifiable patient information. The American Hospital Association in 2000 estimated that to implement the privacy rule would cost over \$22.5 billion over a 5-year period. Other experts have estimated a cost of over \$66 billion and climbing. Time has also been a key factor and burden in implementing this policy.

Penalties for violating the new privacy rule could include both civil and criminal charges. A violator can be fined \$100 per violation, up to \$25,000 a year. If someone knowingly violates patient rights the penalties could amount to \$250,000 in fines and up to 10 years in jail.

The privacy rule is still facing opposition in the form of lawsuits and legislative efforts to overturn the rule. In April, the Citizens for Health filed a lawsuit against Health and Human Services (HHS). It charges that a loophole was created which gives health plans and the government inappropriate access to patient information. The Association of American Physicians and Surgeons seeks to have the privacy rule thrown out altogether, alleging when writing the rules the HHS overstepped its constitutional authority. While the HIPAA rules may be costly, time consuming, and complex: protecting patient privacy is the right thing to do. This is just one of many steps in forming a comprehensive federal standard to protect personal medical information.

#### References

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## Research and Technology cont.

American, the study found. The analysis, underwritten by the Centers for Disease Control and Prevention, affirms what many doctors have long asserted - that obesity is a major factor in America's rising healthcare costs - and makes the case that obesity should be targeted as aggressively as smoking, the authors conclude. Medical costs connected to obesity and smoking each account for about 9% of all health expenditures. In TV interviews yesterday on the subject of obesity, HHS Secretary Tommy Thompson pressed the fast-food industry "to do what is right for Americans," such as offering low-calorie meals and tips on healthier living.

## Who's Who In the GI and Surgical Endoscopy Industry

### New Bard Group VP Announced

C. R. Bard, Inc announced effective June 1, 2003 Brian P. Kelly has been named to the position of Group Vice President, his responsibilities will include the operations of Bard's Davol, Endoscopic Technologies and Electrophysiology businesses.

### FDA Announce New Chief

Mark McClellan, the new commissioner of the Food and Drug Administration, knows he has critics lying in wait. He also has special-interest groups, from corporations to consumer advocates, ready to plead.

### New Vice President of Marketing and Sales Announced

Wilson-Cook Medical, Inc. recently announced that Barry Slowey has been promoted from Director of International Sales to Vice-President of Marketing and Sales.

## Regulatory - FDA Clears New Colonography Package

FDA News Daily Bulletin

Siemens Medical Solutions has announced FDA clearance of its syngo-colonography technology. The new self-contained image analysis software package makes it possible to perform noninvasive colonoscopy using CT technology, Siemens said yesterday.

The new software system can be used with both the SOMATOM Emotion and Sensation product lines, the company said. It is designed to help doctors study the inside and outside of the colon.

## FDA Clearances and Recalls

Decision Date	Company	Device	Product Category	510K #
4/17/03	NDO Surgical Inc.	Endoscopic Plication System	An endoscopic, full-thickness plication device for treatment of GERD	K023234
4/16/03	Aomori Olympus, Ltd.	Pancreatic Drainage Tube	Stent	K021672
4/14/03	Orbus Medical Technologies	LifeStent SDS	Biliary Endoprosthesis	K023308
4/3/03	Advanced Sterilization Products	Sterrad 50 and Sterrad 100S Sterilizers	Hydrogen Peroxide Gas Plasma Sterilization System	K023290
4/2/03	Enteric Medical Technologies Subsidiary of Boston Scientific	Enteryx	Endoscopic injection to the region of the LES for the treatment of GERD	P020006
3/25/03	Boston Scientific	Express Stent	Biliary Endoprosthesis	K030645
3/24/03	Olympus Optical, Ltd.	XUES-4I	Endoscopic Electrosurgical Unit	K030194
3/21/03	Boston Scientific	100mm Wall Stent	RX Biliary Endoprosthesis	K030107

## Reimbursement - Motility Studies

Know the difference between an “acid reflux study” and a “gastric motility study”? You should, each one is coded differently. There are two basic types of motility studies: gastric or esophageal manometry, and pH monitoring. Esophageal manometry is used to evaluate neuromuscular disorders of the esophagus. A small catheter with water flowing through it is placed into the esophagus and the stomach. A pressure profile of the lower esophageal sphincter is taken at half-inch intervals as the catheter is withdrawn. During a pH study a catheter probe is passed through the

nose and down to the distal esophagus. A recording is made of the extent of the acid reflux. Monitoring is usually for a period of 24 hours. The newer Bravo pH Monitoring System involves intranasal or intraoral place-

*“Know the difference between acid reflux study and a gastric motility study”?*

ment of a small capsule-size probe into the wall of the esophagus where it transmits data to a small receiver the patient wears. Report the first type of study using motility study

codes 91010-91020. Most commonly used is 91010 (Esophageal motility [manometric study of the esophagus and/or gastroesophageal junction] study). Report 91032 (Esophagus, acid reflux test, with intraluminal pH electrode for detection of gastroesophageal reflux) and 91033 (...prolonged recording) for 24 hour pH monitoring services.

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## GI Stock Watch

Company	Ticker Symbol	Close	Prior Month	Prior Year	52 week Range
		5-30-03	4-30-03	5-31-02	low-high
<b>Medical Device</b>					
Boston Scientific	BSX	52.10	43.05	27.85	23.00-51.69
C. R. Bard	BCR	70.15	63.38	55.10	45.75-69.23
Johnson & Johnson*	JNJ	54.35	56.36	61.35	41.40-62.19
Medtronic	MDT	48.73	47.74	46.15	32.50-49.52
Smith & Nephew	SNN	61.64	67.50	57.49	47.00-69.45
Stryker	SYK	67.34	67.01	54.56	43.85-70.50
<b>Pharmaceutical</b>					
Abbott	ABT	44.55	40.63	47.50	29.80-48.05
Altana Pharm AG	AAA	61.91	49.19	54.05	35.97-64.85
Astra Zeneca	AZN	41.24	39.87	43.72	28.00-45.95
Isis	ISIS	6.39	5.53	9.40	2.50-11.86
Novartis	NVS	40.00	39.48	42.82	33.85-44.10
Pfizer	PFE	31.02	30.75	34.60	25.13-37.04
Schering-Plough	SGP	18.45	18.10	26.45	15.22-27.23
Wyeth	WYE	43.85	43.53	55.50	28.25-58.40
Information is based on the close of business on the dates listed above-from NASDAQ.com					
* Johnson & Johnson has both device & pharmaceutical divisions (Ethicon Endo & Janssen).					

## Calendar of Events - 2003

June 2-6	6th World Congress of The International Biliary Association (IBA)	Washington, DC
June 5-6	13th International Workshop of Digestive Endoscopy, Ultrasonography and Radiology	Marseille, Italy
June 11-14	The XXXV Nordic Gastroenterology Congress	Helsinki, Finland
June 13-14	Endoscopic Ultrasonography for Physicians	Charleston, SC
June 15-18	1st European Endoscopic Surgery Week/11th EAES Congress	Glasgow, Scotland
June 16-18	Gastroenterology and Endotherapy: XXIst European Workshop	Brussels, Belgium
June 22-23	American Society of Colon and Rectal Surgeons Annual Convention (ASCR)	New Orleans, LA
June 26-28	The 5th International Congress: Perspectives in Colorectal Cancer	Barcelona, Spain
June 27-28	The Second Annual Diagnostic and Therapeutic Techniques in Endoscopy	Las Vegas, NV