

# Phlebology Ultrasound

## VENOUS NEWS

### This Month:

- Is high performance needed for veins?
- International Vein Congress 2007
- Introducing the CryoProbe™

## “We’re only doing venous procedures. Do I really need an ultrasound system like the MyLab?”

I was talking recently with a physician after responding to one of our mailers and he said “We’re only doing venous procedures. Do I really need an ultrasound system like the MyLab?” I asked him..”Well, how often are you positive there’s venous disease present but can’t confirm it by ultrasound?” We get this question almost every day and you might be surprised with the answer, which is absolutely yes. It’s an unsettling feeling to not be sure about what you’re seeing and even worse, during ultrasound guided procedures. When purchasing your ultrasound equipment, there are many things to consider besides the price. Ultrasound performance levels run the entire gamut from entry level i.e. the Sonosite, GE, Terason etc.. to the ultra-performance systems like the Biosound MyLab™70 and Philips iu22. The common denominator among the various levels fall mainly on two factors, channel count and the ability to reduce noise. Generally speaking, the lower the channel count, the lower the signal to noise ratio and Doppler sensitivity. In the early days of advanced ultrasound, the differences between performance levels were easily characterized by the price of the system. When Acuson released the I28XP for example, it was clearly superior to anything else and carried an equally impressive \$250k price tag. Experienced users knew however,

that more channels equaled better performance and more reliable results. The same is just as true today. The higher channel counts of the MyLab™ systems are synonymous with all high-end systems, equaling more performance and less noise with a noticeable difference however, in price. Biosound Esaote remains the most competitive in high performance ultrasound and in most cases, priced equal to or less than our low performance counterparts. So, what does all this mean to the vein specialist? Well, I can say this without hesitation that when using a more entry level system, the potential for false negatives are significantly higher, even in the hands of the best sonographer. Lower flow velocities i.e. veins, require a system with higher Doppler sensitivity for a confident evaluation. Of course, the superior resolution characteristics of the MyLab™ are an added bonus. If I’ve heard it once, I’ve heard it a thousand times, “ With my system, I don’t think I’m seeing the veins as well as I should or the degree of reflux that is clinically present” In virtually all cases it is due to their systems lack of sensitivity and not their technique.

In a recent study performed by an independent vascular lab, the true resolution characteristics of the three popular Phlebology systems were tested using the Gammex High

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Resolution small parts phantom. Unlike scanning actual tissue, a phantom can determine the actual resolution qualities of an ultrasound system. Unsurprisingly, the MyLab™ scored markedly higher in both axial and lateral resolution for near and far field imaging, with virtually no noise.

After years of development, Biosound Esaote released the new MyLab™ platform that incorporates a modular architecture to enable maximum performance and user friendliness at the most affordable price. During the recent IVC in Miami, we had two physicians at the booth admiring the MyLab™25 and assumed it was more than they could afford for their practice. They had just ordered two GE Loqiq e systems and thought they were getting a special price at \$36,000 each... until they learned they could have their new MyLab™ systems for over \$10,000 less.

Here's the point. For your full service vein treatment center, your two largest investments are going to be your ultrasound and venous ablation systems, whether RF or laser. Your due diligence now can save you from an enormous headache in the end. Our extensive experience can offer you many cost saving strategies that won't compromise quality or value. †

# CryoProbe™

[www.cryoprobe.us](http://www.cryoprobe.us)



Simple and Painless

## Indications for the use of Cryotherapy

The CryoProbe™ is a compact, user-friendly, reliable cryosurgical instrument that uses very affordable disposable cartridges. With a penetration rate of 1mm per 5 seconds, the treatment time is greatly reduced over traditional methods. It takes 10 seconds to treat 2mm fibromas! A few indications for using the CryoProbe would include Warts, Acne vulgaris & cystic acne, Adenoma, Angiolymphoid Hyperplasia, Angiokeratoma, Cherry Angioma, Chondrodermatitis nodularis, Exophytic Condiloma acuminata, Dermatofibroma, Granuloma faciale, Granuloma fissuratum, Strawberry and Cavernous Hemangioma, Keloid, Keratosis seborrhoic & actinic (remove keratin before treatment), Lentigines (dorsa and forearms), Mucocele (on the lips), Molluscum contagiosum, Myxoid cyst, Nevi including epidermal type, Porokeratosis plantaris discreta, Sebaceous hyperplasia, Seborrheic keratosis, Verrucae vulgaris HPV and more!

## The CryoProbe™\*\* - Cryotherapy reinvented!

The CryoProbe™ was designed utilizing innovative technology and offers the most advanced hand held cryosurgical instrumentation available today. The CryoProbe™ applies pressurized N2O gas - in liquid phase at minus (-) 127°F - with direct precision onto the lesion through very fine micro-applicators with a constant penetrating pressure of 725 psi from economical disposable cartridges.



\*\*The CryoProbe™™ is not manufactured or distributed by Biosound. Please visit [www.cryoprobe.us](http://www.cryoprobe.us) or call us at 918-770-2627 for more information

## 2007 International Vein Congress

We had another outstanding show this year at the IVC in Miami, and would like to thank Dr. Jose Almeida for again providing a superb venue and course offering.

We had a record turnout for attendees at the booth with physicians utilizing the new contract pricing offered through ePhlebology, a national no-cost buying group for vein specialist.

Kudos to the IVC!

At Biosound Esaote, you can count on superior customer service, honest pricing and NO deceptions.

For more information on the Biosound ultrasound products for vein specialist, feel free to call us or visit our website dedicated to venous disease at [www.VenousDoppler.com](http://www.VenousDoppler.com)

For more information on the ePhlebology buying group, please visit [www.ePhlebology.com](http://www.ePhlebology.com)

