

Lighting the Way to Better Patient Care
for You and Your Family



VeinViewer[®] | **GS**
by Luminetx

10 Out of 10 Patients Prefer Less Pain™

From the delivery room to the emergency room – there are numerous situations where you or someone you care about could need an IV or blood draw. Unfortunately, locating a vein during treatment is not always easy.

Age and skin tone are just a few factors that can make veins difficult to see. Dehydration, hypertension, multiple disease states and edema (swelling from excess fluid) or fatty tissue can all cause poor vein visibility, often resulting in failed first stick attempts. It is very common for some patients to endure multiple needle sticks before the clinician, despite his or her skill, is able to locate and effectively access a vein.

Multiple needle sticks can be painful, even unbearable.

There's A Better Way™

Introducing VeinViewer by Luminetx®. The VeinViewer imaging system is a revolutionary medical device that can help increase the success of venous procedures from the very first step, finding the vein.

The VeinViewer allows physicians, nurses and other healthcare professionals to clearly see accessible veins, or lack thereof, under the skin. Using near-infrared light and patented technologies to image vascular structures, the device creates a road map of your veins. The device allows the clinician to “see through” the skin and easily locate your veins regardless of a patient's age, body type or skin tone.

The technology is so successful that the device was recognized by *Time Magazine* as one of the most innovative medical inventions of the year*. Since its launch, VeinViewer has garnered the attention of numerous major media outlets as a top innovation in healthcare:

2008: Discovery Channel's *Daily Planet*, *The Economic Report*

2007: *The Wall Street Journal*, *Nursing 2007*

2006: *WIRED Magazine*, *WIRED Nextfest*,
Red Herring Magazine

Actual VeinViewer image projected onto the surface of the skin.

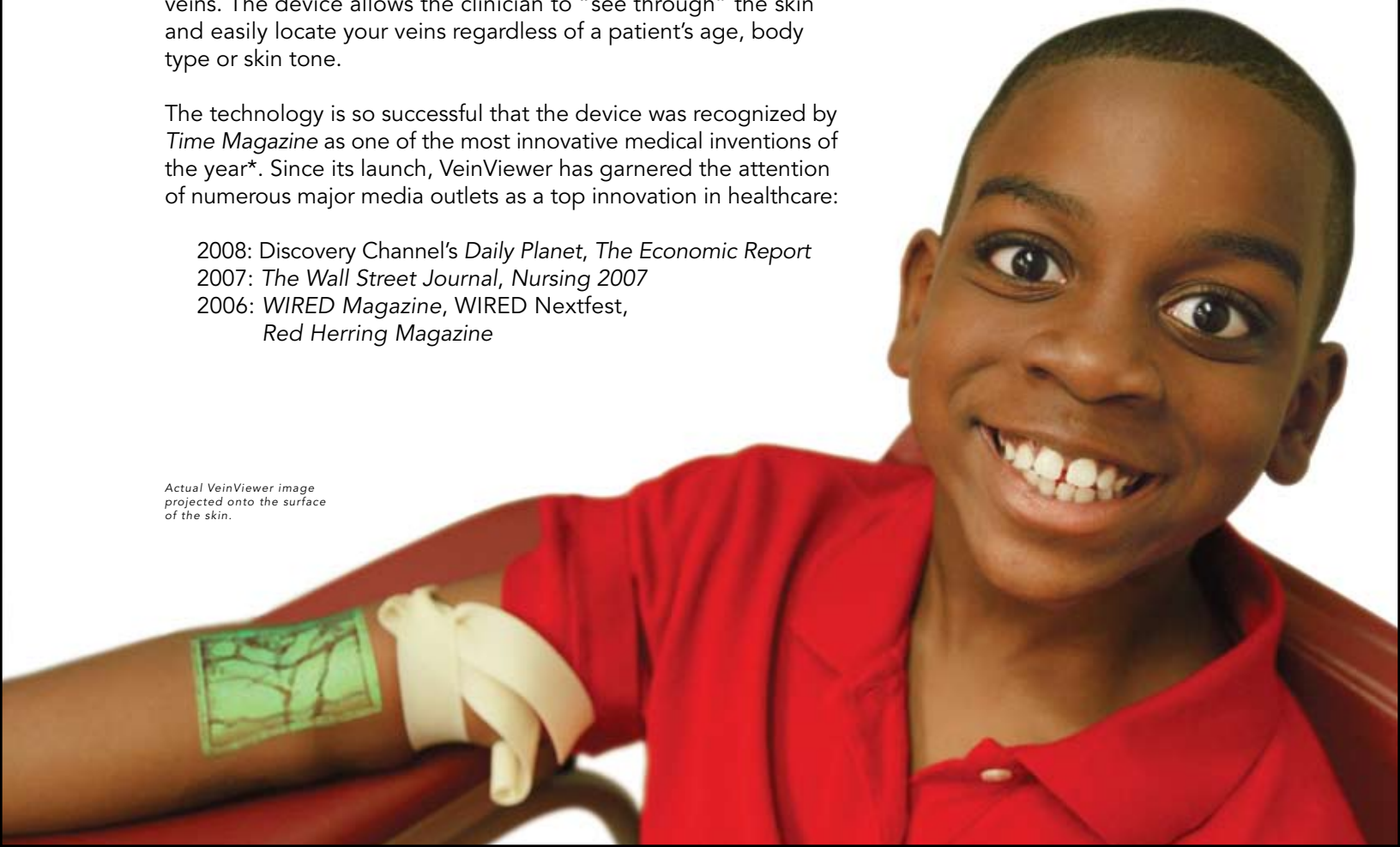
“I have always had a terrible time giving blood and getting an IV. When I was pregnant (twice), giving blood was bad but the IV was torture. They could never find a vein.”

– Katie H.,
North Augusta, South Carolina

“My 19 month old daughter has several health complications that often have to be addressed with an IV. There have been times she has had to be poked up to a dozen times to find a vein.”

– Amanda R.,
LaFayette, Georgia

*Time Magazine, “The Most Amazing Inventions of 2004”,
November 29, 2004



How Does VeinViewer Work?

To project a “picture” of your vein structure, VeinViewer uses a near-infrared light. The blood inside your vasculature, which is hemoglobin-rich, absorbs the light, and the surrounding tissue reflects it.

VeinViewer captures this information, processes it and then projects an image of the vein pattern directly onto the surface of your skin – providing a real-time road map of your veins. In the projected image, veins appear dark and the surrounding tissue appears bright green.

The projected image reveals the vein structure not readily seen by the naked eye, making it easier for your clinician to find the optimal access location the first time. VeinViewer is a “no contact” device, providing no cross contamination potential and generates no harmful radiation. It can be used anywhere on the body, with the exception of the eyes, and is safe, whether you are 9 weeks old, 90 years old, or any age in between.



Actual VeinViewer image projected onto the surface of the skin.

Your clinician's eyes never have to leave you; this is ideal, as you are their number one concern.

In a recent study, the average patient satisfaction rating with the VeinViewer was over two times that of traditional methods and the time spent starting an IV was one fourth that of the national average.²



Patient Benefits

As a patient, there are numerous benefits when your healthcare professional uses VeinViewer. In addition to the possibility for fewer needle sticks and less pain, VeinViewer may help reduce the potential risk of infection, and:

- Fewer needle sticks means the potential for less pain.
- VeinViewer helps deliver a first stick success rate two times that of traditional methods.¹
- A greater percentage of success on the first stick means you receive the fluids and medications you require sooner.
- Children find the VeinViewer image a great distraction from the procedure, which not only eases their fears, but also makes it easier on you and your clinician. Plus, they think it's cool!
- By reducing the need for central line placement due to the inability to find peripheral IV access, you potentially reduce the chance of developing an infection and reduce the length of your hospital stay.
- By reducing the number of sticks required to gain IV access, as a patient you can feel more comfortable with the treatment you receive.
- Through reducing the number of attempts to start an IV, the VeinViewer may also improve safety for your clinician by reducing the risk of potential accidental needle sticks to themselves.

¹ "Hess H. The Effect of a Near-Infrared Light Vein Viewing Device on the Venipuncture Success Rate in Pediatric Patients. Clinical Trial Conducted at Wolfson Children's Hospital, Jacksonville, FL. 2007-2008"

² "SSM Cardinal Glennon Children's Medical Center. (2008). VeinViewer Case Study: Cardinal Glennon Children's Medical Center (3-week data trial.) St. Louis, MO. Pennington, DM: Author."

Ask for VeinViewer

VeinViewer by Luminetx is lighting the way to better patient care. Ask for VeinViewer by name and see what thousands of patients have seen, *A Better Way™*.

To find out if your healthcare facility has the VeinViewer, visit us online at www.VeinViewer.com.

If your treatment facility of choice does not have VeinViewer technology, please take this brochure to your healthcare provider and let them know you and your family want VeinViewer in their facility. There are actually numerous situations where you may find yourself needing an IV placement or blood draw:

- Emergency Department
- Labor and Delivery
- Laboratory
- Oncology
- Operating Room
- ICU
- Pediatrics
- PICU/NICU

For more information, contact us at 1-877-SEE-VEIN or send us an email to PatientCareTeam@Luminetx.com.

