



**I'm resourceful.  
I'm proactive.  
I'm helping to protect  
myself from ever getting  
esophageal cancer.**

**WATS<sup>3D</sup>**  
CDx<sup>®</sup> Diagnostics



**Finding unhealthy cells  
so they can be removed  
before they can harm me.**

**I'm there.**

## The relationship between heartburn, unhealthy cells, and esophageal cancer.

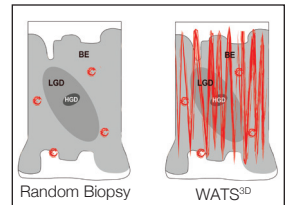
You are about to learn more about an advanced endoscopy procedure that reflects this office's commitment to providing you with the very best protection for your health.

First, some important background information. Heartburn, or acid reflux, is quite common. In fact, about 30 million Americans develop chronic acid reflux, also known as GERD (Gastroesophageal Reflux Disease). Of those, 10%-15% will develop a condition called Barrett's Esophagus. Over time, a small percentage of Barrett's cases will turn into esophageal cancer.

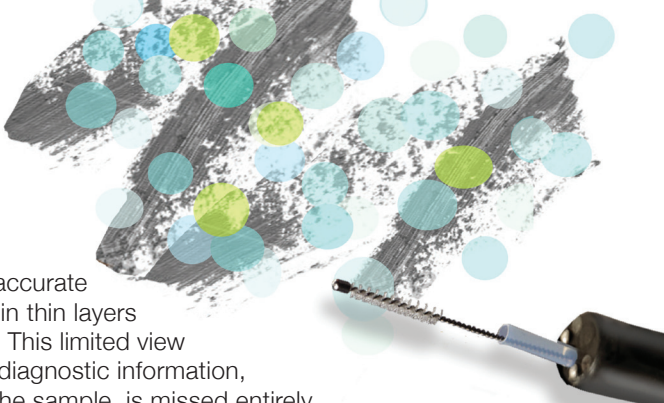
An important recent advance in endoscopy is now helping your doctor to detect still-harmless, but pre-cancerous cells so they can be treated or removed long before they can turn into esophageal cancer.

### Introducing WATS<sup>3D</sup> – what an advanced endoscopy and 3D imaging means to you.

During an endoscopy, samples of tissue are often collected to help rule out the presence of unhealthy cells. In the past, the collection of these samples was often done in a random manner from a very limited area of the esophagus (see *diagram*). A recent scientific advance called WATS<sup>3D</sup> can help doctors collect a sample from a much larger surface area to more effectively rule out the possibility of pre-cancerous disease (see *diagram*).



WATS<sup>3D</sup> takes a much wider sample to better help your doctor rule out the presence of any unhealthy cells

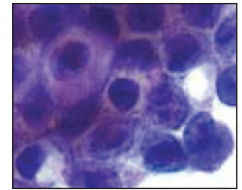


Moreover, WATS<sup>3D</sup> imaging provides a more accurate diagnosis. Standard biopsy samples are cut in thin layers in order to be read by a manual microscope. This limited view of the cells means that potentially important diagnostic information, which is only found on the intact surface of the sample, is missed entirely.

WATS<sup>3D</sup> labs are equipped with a special neural network which is able to virtually see the whole sample by combining over 100 optical slices into a single 3D image. This unique view of the cell's original structure provides crucial information to help your doctor rule out the presence of unhealthy cells — earlier and with greater accuracy.

## **WATS<sup>3D</sup> is helping to achieve the unimaginable — preventing esophageal cancer.**

The combined medical advances of a larger sampling area and 3D imaging have far-reaching implications for protecting your health. Should pre-cancerous cells be present, they are now much more likely to be detected. This means they can be removed or destroyed before they can become cancerous and harm you. That is the simple story behind a sophisticated technology that is helping to make esophageal cancer a potentially preventable disease. When you think about it, it's quite extraordinary.



At a WATS<sup>3D</sup> laboratory, 3D imaging helps bring suspicious cells to the attention of expert pathologists.

A photograph of an elderly couple smiling and embracing each other outdoors. The woman is in the foreground, wearing a white cardigan over a plaid shirt, and the man is behind her, also smiling. The background is a soft-focus outdoor setting with trees.

## I'm taking charge of my health.

Protecting your health is an important part of who you are. You embrace technology's ability to dramatically improve healthcare. To go beyond what was, until now, considered possible. A vision that this office shares with you. That's how, together, we can help protect you from the fastest growing cancer in America.

For more information, please visit us at  
[www.wats3dforme.com](http://www.wats3dforme.com).

**WATS**<sup>3D</sup>  
CDx<sup>®</sup> Diagnostics

Prevention is the best medicine<sup>®</sup>

Two Executive Boulevard, Suffern, New York 10901  
[www.wats3dforme.com](http://www.wats3dforme.com) • (866) 363-6239