

“The patient was very happy that she was not used as a pin cushion.” —Michelle Buck, Utah R.N.

What is vein visualization?

Vein visualization helps locate peripheral vasculature for vein access (IV starts and blood draws) and vein avoidance (cosmetic injectable procedures) by displaying a map of the vasculature on the patient's skin. Vein visualization technology has become the standard of care in hospitals, with patients seeking it out and respected advisory bodies, such as the Infusion Nurses Society, recommending its use.

What is the biggest challenge in accessing a vein?

Venipuncture is the most common invasive medical procedure with an estimated 2.7 million procedures conducted every day in the U.S. alone. Studies show that up to one third of these attempts to access a vein fail the first time. There are a variety of reasons why, ranging from problems with the patient's vein structure and skin coloration to practitioner inexperience and high-stress environments. Unsuccessful attempts create physical pain and dissatisfaction for patients, and result in higher costs for health care providers (cost of IV kits, costs of alternate approaches to gain access, need to get other healthcare providers involved in properly accessing the vein). Improving first-stick success is a major goal for healthcare providers around the world.

What is the vein visualization device of choice?

AccuVein Inc. is the global leader in vein visualization with more than 80% market share. AccuVein is the world's first hand-held, non-contact vein visualization solution. The device is small, lightweight, and handheld. It projects a safe pattern of light on patient's skin that reveals the position of underlying veins.

The device has been shown to increase first attempt success by 350%. AccuVein devices are in use at more than 5,000 facilities and available for sale in over 130 countries worldwide.

How does AccuVein compare to other vein visualization devices?

The AccuVein is smaller and lighter than similar vein illumination devices, making it easier to handle by healthcare practitioners. It is about the size of a TV remote control and weighs less than 10 ounces, which is about half the weight of some competitive devices. The AccuVein is entirely user-intuitive, just point and click to see the underlying veins. It is permanently aligned while other products can come out of alignment. AccuVein is less expensive than some competing devices, allowing healthcare providers to purchase and use the device throughout their facilities.

What data supports the use of AccuVein ?

These findings from independent studies make it clear why AccuVein is the device of choice:

- 3.5 times improvement in first stick success rate
- 45% reduction in escalation calls
- 81% reported improved ability to cannulate
- 59% reduction in pain
- 93% of patients surveyed would give hospitals a higher satisfaction score if they used AccuVein vein illumination



Helping to improve patient care through rapid, successful venous access with minimum patient pain.

Who uses AccuVein vein visualization?

AccuVein customers include all of the top U.S. hospitals, many of whom have standard of care deployments throughout their facilities. The device is also used by aesthetic practices for cosmetic injectable procedures, dental practices for IV sedation. AccuVein devices are in use at more than 5,000 facilities and available for sale in over 130 countries worldwide.

What types of patients benefit from the use of AccuVein?

Everyone is potentially a difficult stick. Young children and the elderly often have small or damaged veins that are difficult to “hit” even by experienced practitioners using only their naked eye. Dark-skinned individuals also are difficult to stick the first time, as are patients with a history of extensive past IV drug applications or drug abuse. Obese patients also have proven difficult to stick successfully. In addition to the range of patient types, factors such as dehydration and medications can often play a role in the ability to access veins.

What do AccuVein customers have to say about AccuVein?

Independent videos made by AccuVein customers are some of the strongest testimonials. They speak to the benefits the facilities derive from using AccuVein vein visualization. These videos can be found at:

<http://www.accuvein.com/products/video-gallery/>

What have patients said about AccuVein?

The spouse of a patient who received years of invasive treatment told the hospital in which she received care:

“After years of being stuck, it has been horribly difficult to access my wife’s veins. It’s not uncommon for someone from the anesthesia department to have to come in to get an IV working for her. The RN brought in a new tool from AccuVein that made visually finding an IV-worthy vein incredibly easy. Thanks for investing in this technology.”

What has the press said about AccuVein?

Dr. Max Gomez, WCBS New York’s chief medical correspondent, ran a lengthy segment showcasing AccuVein. He called it one of the “coolest gee whiz gadgets I’ve come across in a long time.” The entire segment can be seen at <http://av500.info>.

Where is AccuVein made?

The AccuVein is manufactured in the United States.

How can I learn more or see the device in use?

To see the device in action, go to www.accuvein.com or to learn more contact Heidi Siegel at 631-367-0393 extension 106, or heidisiegel@accuvein.com.



For more information, please email media@accuvein.com