

NOTES® Among the New Class of Minimally Invasive Procedures

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NEW YORK, NY, Sep 22, 2008 (MARKET WIRE via COMTEX) -- An increase in development spending on minimally invasive technologies is fueling growth in a market that aims to replace more and more invasive surgeries with noninvasive and often outpatient procedures. One such procedure being developed is natural orifice transluminal endoscopic surgery (NOTES®). According to a new report from Kalorama Information, "Minimally Invasive Surgical Devices, World Market," pressure to reduce healthcare spending by shortening or eliminating hospital stays is a big factor driving innovation, as is patient demand for procedures with less trauma, blood loss, scarring and pain. The industry is experiencing a shift towards NOTES, thanks to the growing use of flexible endoscopy in the treatment of gastrointestinal conditions and refinements in laparoscopic surgery. This area of the \$19.7 billion minimally invasive surgery (MIS) market, still in the infant stages of development, is ushering in a new era in treatment using even less invasive methods.

The advantages of this type of procedure include a reduced risk of infections and other negative side-effects and the ability to return to work the next. Improvements are on-going, including the possibility of using local sedation instead of general anesthesia. NOTES procedures are well suited for endoscopic mucosal resection, small tumor excision and access to the peritoneum.

"For NOTES to become a viable, mainstream technology, procedure and device R&D must continue," notes Kalorama Information publisher, Bruce Carlson. "The key challenge is to provide the physician with adequate visualization since direct exposure is decreased."

The future of NOTES, according to industry experts, may be the further integration of endoscopy, gastroenterology, and minimally invasive surgery and general surgery. However, there are several hurdles to overcome including the flexibility of the endoscope tip and effective navigation of the stomach and abdominal cavity, which requires two years of training. Still, manufacturers and the medical community are excited about this new approach and time will tell how much it will influence the field of surgery.

Kalorama Information's report "Minimally Invasive Surgical Devices, World Market" provides a worldwide market overview, demographics, market analysis by intended use, products in development, competitive analysis and estimates and forecasts through 2012 for various surgical procedures. For

further information visit:

<http://www.kaloramainformation.com/redirect.asp?progid=12147&productid=1614100>

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Kalorama Information supplies the latest in independent market research in the life sciences, as well as a full range of custom research services. Kalorama routinely assists the media with healthcare topics, and can provide experts to speak about markets in the life sciences industry.

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