SonoSite

Thyroid Exams

During a manual palpation, you discover what appears to be a nodule on your patient's thyroid. Applying more pressure to gain better tactile knowledge just isn't ideal for you or the patient. You know something is there but you can't tell what it is. What should you do?

Thyroid Cancer: more prevalent than you might think

According to the National Institute of Health, thyroid cancer affects one out of every thousand Americans, with approximately 33,000 new cases diagnosed each year.[1] Thyroid cancer can occur in any age group, although it is most common after age 30 and in women, and its aggressiveness increases significantly in older patients.[1]

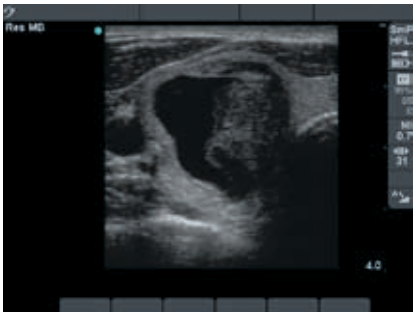
There are several types of thyroid cancers, ranging from the most common and relatively benign (papillary carcinoma) to the rare and most malignant (anaplastic carcinoma). While the overall incidence of malignant thyroid cancer is rare, if left undetected and untreated, it can metastasize and lead to death. With early diagnosis, however, thyroid cancer can often be successfully treated and managed. In fact, in younger patients, both papillary and follicular cancers can be expected to have better than a 97% cure rate if diagnosed early and treated appropriately.[1]

HCU: safer and more convenient than X-ray

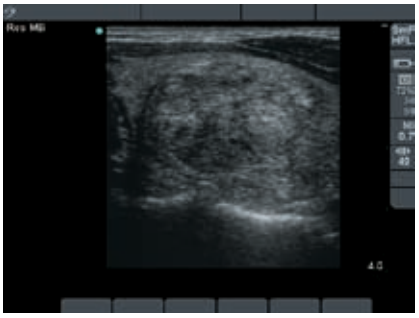
Historically, physicial exam classes have taught that thyroid nodules were best diagnosed through manual palpation. However, there is a growing recognition among clinicians that palpation is often an insensitive means to diagnose thyroid nodules, and that when ultrasound is performed, more specific information is gathered and other nodules can be identified.[1] While biopsy is the only definitive means to confirm whether a nodule is benign or malignant, the SonoSite® MicroMaxx® ultrasound system does enable you to quickly and accurately identify thyroid nodules in an exam room setting, enabling timely biopsy and diagnosis.

An estimated 25,000+ women will be diagnosed with thyroid cancer this year.[3]

Nearly two thirds of thyroid cancer patients are diagnosed between the ages of 20 and 55.[2]



Complex thyroid nodule, captured using the SonoSite® MicroMaxx® ultrasound system, SonoMB™ multi-beam technology and the HFL38/13-6 MHz transducer.



Longitudinal view of a solid thyroid mass, captured using the SonoSite MicroMaxx ultrasound system, SonoMB™ multi-beam technology and the HFL38/13-6 MHz transducer.

1 L. A. G. Ries, D. Melbert, M. Krapcho, A. Mariotto, B. A. Miller, E.J. Feuer, L. Clegg, M.J. Horner, N. Howlader, M.P. Eisner, M. Reichman, B.K. Edwards, eds. SEER Cancer Statistics Review, 1975-2004, National Cancer Institute. Bethesda, MD, http://seer.cancer.gov/csr/1975_2004/, based on November 2006 SEER data submission, posted to the SEER web site, 2007.
2 American Cancer Society
3 Kenneth D. Burman,2000. Thyroid 2000: The 82nd Annual Meeting of the Endocrine Society.

SonoSite MICROMAXX®

Detect thyroid problems earlier

The hand-carried SonoSite MicroMaxx ultrasound system enables you to reliably assess the thyroid gland and discover thyroid nodules. For suspiciously shaped nodules, the device can allow you to quickly identify problematic anatomy and schedule the necessary biopsy.

The high quality images of the MicroMaxx system help ensure accurate reading and measurement, while an easy-to-use interface lets you capture those images quickly and easily. Plus, the MicroMaxx system allows you to deliver high-quality ultrasound without taking up precious office space. And at just eight pounds, it can be carried easily between exam rooms — or from your office to the hospital or clinic.

Every SonoSite MicroMaxx system and nearly every transducer include an industry-leading 5-year warranty, with loaner units generally available within 24 hours. After all, don't you expect every equipment supplier to stand behind their products and ensure you're never left without the right tools to do your job?

MicroMaxx transducers for thyroid exams

L38e/10-5 MHz
38-mm broadband linear array

HFL38/13-6 MHz
38-mm broadband linear array

STANDARD 5 YEAR WARRANTY

Education and Training

SonoSite is dedicated to providing educational and training opportunities for physicians in both procedural applications and diagnostic ultrasound. The SonoSite Institute for Training & Education (S.I.T.E.™) works with leading educational providers across the country to offer you peer-to-peer programs and workshops in three distinct forms.

Our educational formats include:

S.I.T.E.™ Training
- Regional Educational Workshops
- Partnership CME Programs

OnS.I.T.E.™ Training
- Personalized on-site training by highly skilled facilitators

WebS.I.T.E.™ Training
- Interactive Online Ultrasound Application Presentations

Please contact us at 1-877-951-SITE (7483), or visit www.sonositelearning.com for the most current course offerings.

Reimbursement and Support

Generally speaking, Medicare and other third-party payers will reimburse providers for medically necessary diagnostic ultrasound services. For detailed reimbursement information, please refer to the Endocrinology Ultrasound Reimbursement guide at www.sonosite.com.

SonoSite's dedicated reimbursement staff can provide further information or answer your questions. They can be reached at 1-888-482-9449 or via e-mail at reimbursement@sonosite.com.

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