

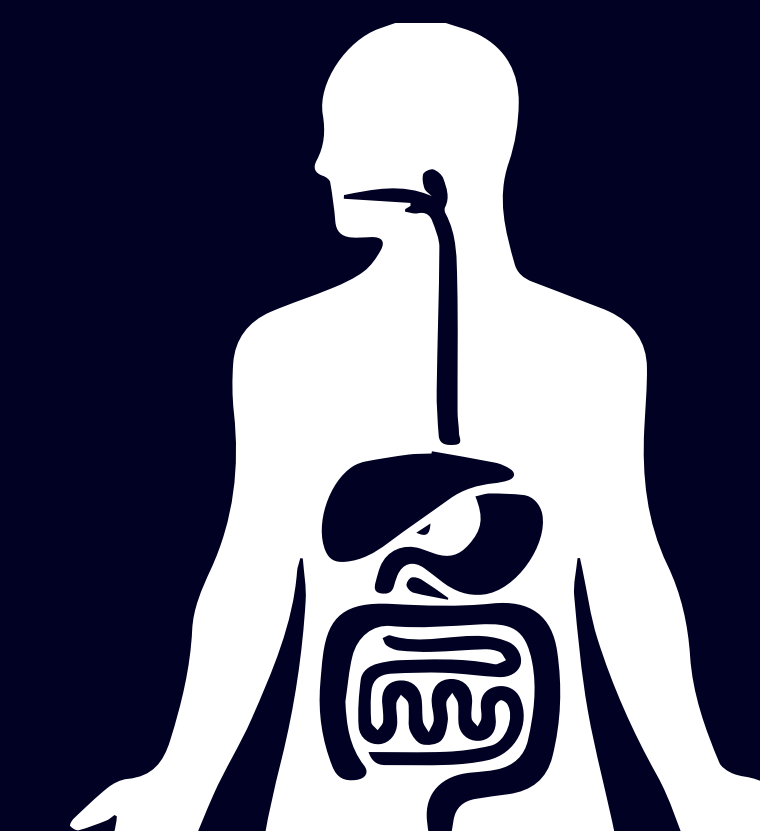
BOSTON SCIENTIFIC

REVOLUTIONIZING ENDOSCOPY: TRANSFORMING LIVES

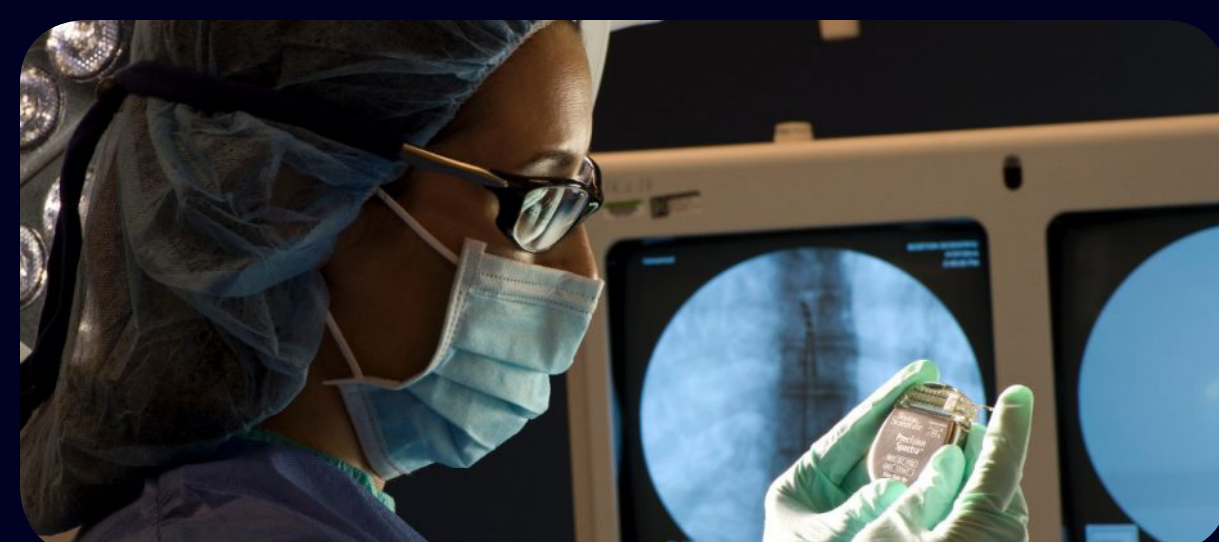
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WHAT IS EMR?



Endoscopic Mucosal Resection (EMR) is a minimally invasive treatment option used to remove potentially cancerous tissues from the upper gastrointestinal tract.

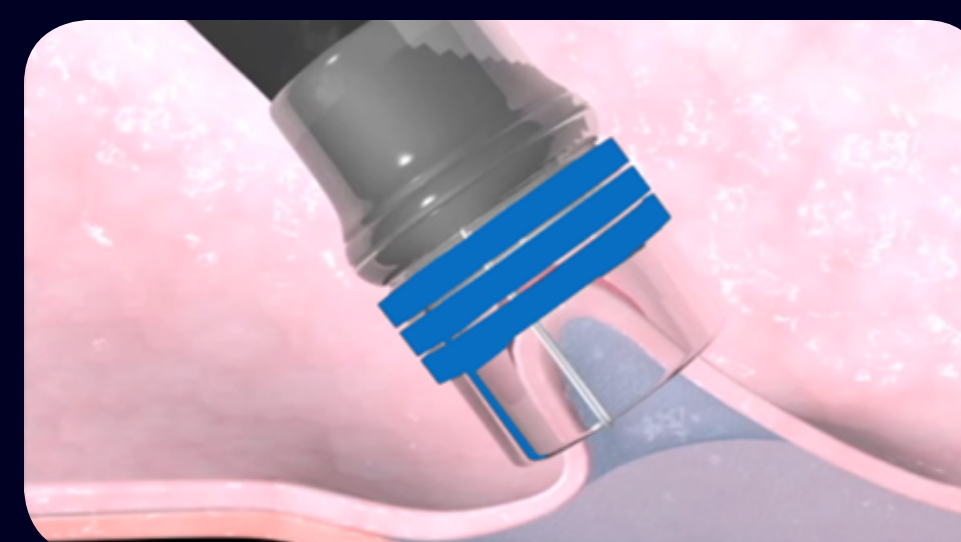
WHY USE EMR?



EMR is done to treat Barrett's esophagus and early gastric cancer patients. About 2 million Americans suffer from Barrett's esophagus, and 100,000 from gastric cancer.

HOW IS EMR DONE?

1



A lesion is suctioned into the EMR device.

2



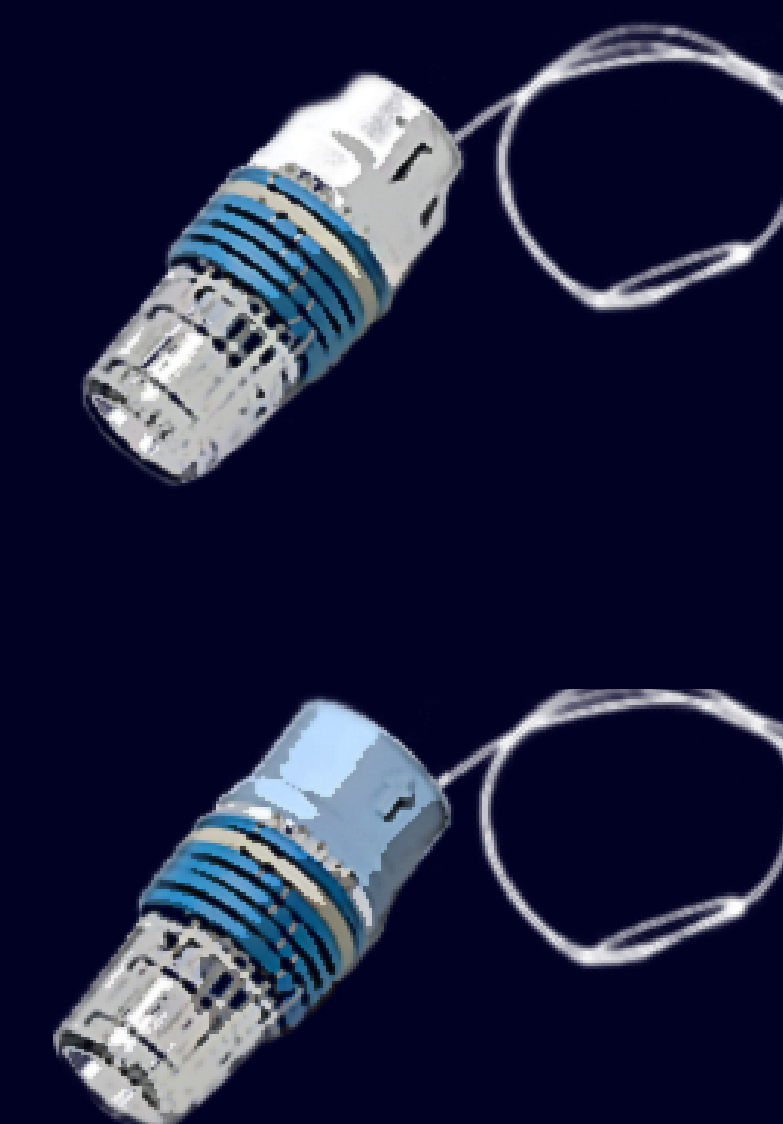
A band is deployed around the lesion.

3



The lesion is resected using the snare.

WHAT IS THE PROBLEM?



TWO CAPS

Standard and Large
Fit scope ODs 9-9.9
and 11.3-11.6 mm

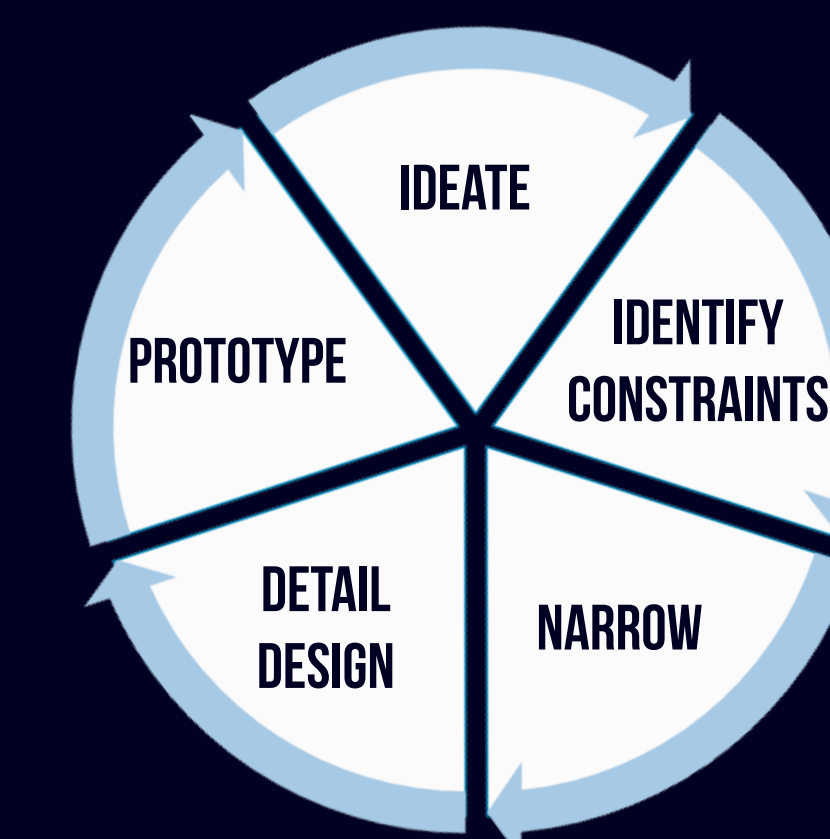
ENDOSCOPE SIZES VARY

8.7-11.96mm range
Users don't measure

**END GOAL:
ONE DEVICE**

One size fits all
adapter
Bands, view and
tools unchanged

WHAT DID WE DO?



We used a user-oriented cycle of design to approach this challenge. When prototyping revealed design flaws, we iterated on this process.



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