



## Bracco Gets Green Light on CT Colonography System for Japan



Bracco has announced that it has received approval to manufacture and market PROTOCO2L in Japan, a carbon dioxide insufflation system, for use in Japan, as a medical device in CT colonography.

The PROTOCO2L device provides a controlled insufflation of carbon dioxide during CT colonoscopy. Carbon dioxide is more rapidly absorbed than room air and helps minimise the patient's post-procedure bloating and cramping. PROTOCO2L helps reduce staff time during the colon insufflation process and enhances productivity. Automated insufflation helps ensure adequate and consistent distension in a patient- and operator-independent manner. It also features a specially designed small tip for patient comfort, as well as safety features to help protect against over-insufflation.

*"The Japan approval of PROTOCO2L demonstrates our commitment to provide customers with solutions that meet patients' medical needs and facilitate clinical success. Moreover it further fulfills and sustains Eisai corporate mission of human healthcare, across its four Japan business segments comprising diagnostics, prescription pharmaceuticals, consumer healthcare products and generics"* said Fulvio Renoldi Bracco, Head of the Global Business Unit Imaging of Bracco

The major reason for performing CT colonography is to effectively and accurately screen for cancers in the large intestine. Bearing in mind that colorectal cancer is the third most common cancer in both men and women and it is expected to account for nearly 51,370 deaths and 142,570 newly diagnosed cases in 2010. Bracco Imaging confirms how its customised, evidence-based diagnostic imaging solutions are meeting the demands of an evolving imaging market and advancing the frontiers of medical knowledge, creating unique experiences for its partners, healthcare professionals and patients.

Published on : Tue, 16 Aug 2011