

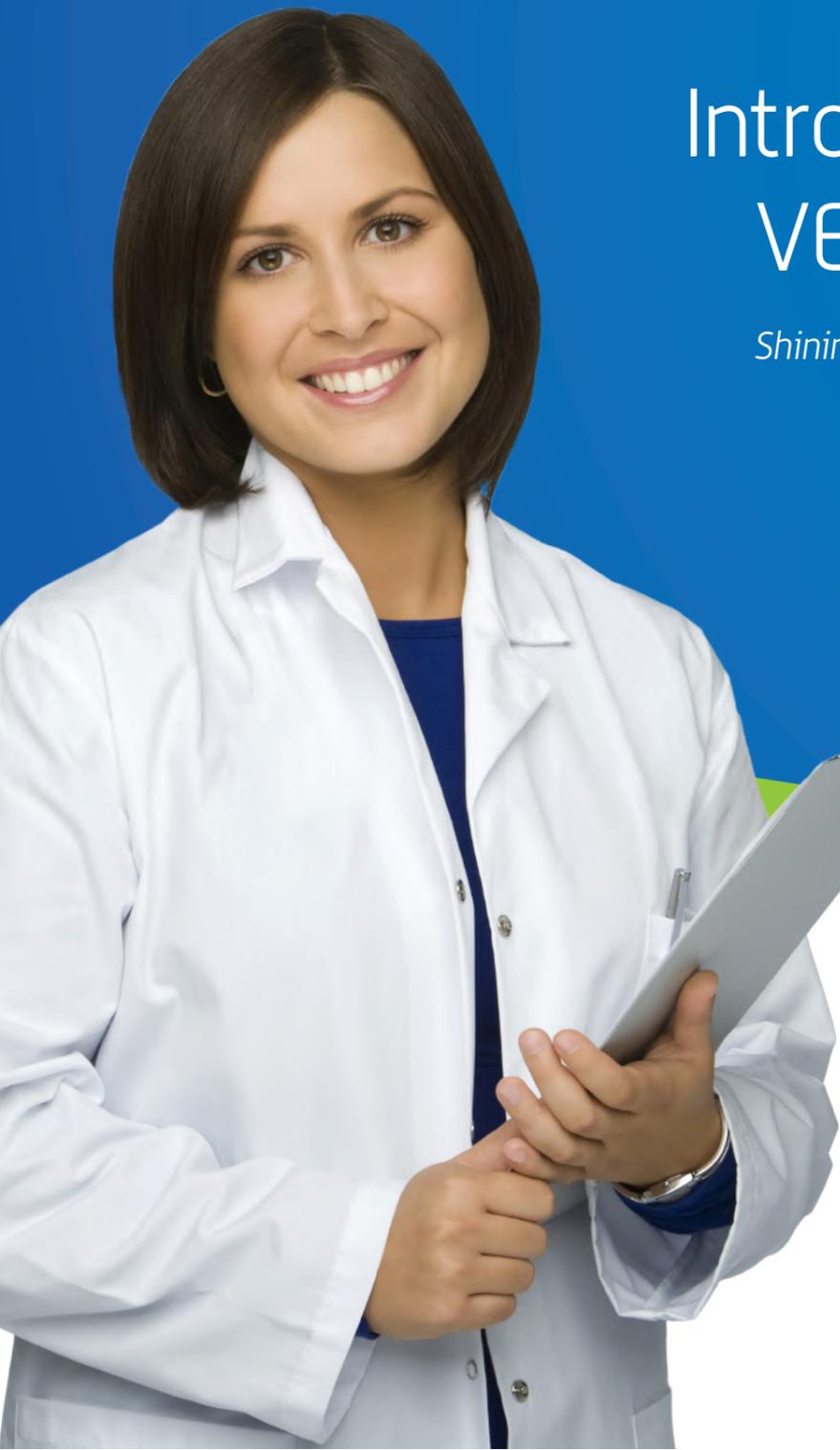


# Introducing the VELscope Vx™

*Shining Blue Light on Oral Health*



*Enhanced Oral Assessment*



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Enhanced Oral Assessment

## What is the VELscope Vx?

The VELscope Vx, the latest model release of the VELscope technology, uses natural tissue fluorescence to discover abnormalities in the oral mucosa. The VELscope is an extremely effective aid for discovering and defining the extent of a wide range of mucosal abnormalities, including oral cancer. Importantly, VELscope helps you discover problems before they can be seen under ordinary white-light conditions.



### The VELscope System Is:

- Simple to use and easy to integrate within the practice
- Clinically proven for the discovery of mucosal abnormalities
- A very important tool in the fight against oral cancer
- Readily accepted by patients and office staff
- Well-supported in terms of education and training
- Affordable for any practice
- An attractive source of on-going revenue for dentists
- Exclusively sold through H. Schein in North America
- Global market leader – over 6,000 units in use and over 6 million exams given to date

*Shining Blue Light on Oral Health*

## What Does the VELscope Vx Offer?

### Cordless and Compact Design

- Battery-operated and rechargeable (corded when needed)

### The Most Powerful Fluorescence Visualization Technology – Very Simple Protocol

- Used as an adjunct to the routine oral soft tissue exam (white light and palpation)
- Easy – takes only 1-to-2 minutes
- Completely non-invasive – no rinses or dyes
- Affordable for any practice – priced for multiple exam rooms
- ROI easily achievable within 8 weeks
- Compatible with standard digital cameras for photo-documentation

### Inexpensive VELcaps™ and VELsheaths™ Disposables – Change after Every Patient

- VELcaps ensure asepsis, prevent fogging and protect the optics, filters, and investment in the unit
- VELsheaths help prevent patient cross-contamination

### M.S.R.P. (Manufacturer's Suggested Retail Price in \$US)

- VELscope Vx: \$2,495
- VELcaps: \$1.49/cap; 128 caps/box; \$190.72 total
- VELsheaths: 16¢/sheath; 250 sheaths/box; \$39.95 total

### Reimbursement

- CDT code (No. D0431)
- For adjunctive tests intended to aid in oral mucosal examinations
- Average amount reimbursed by many insurers: \$35 - \$40

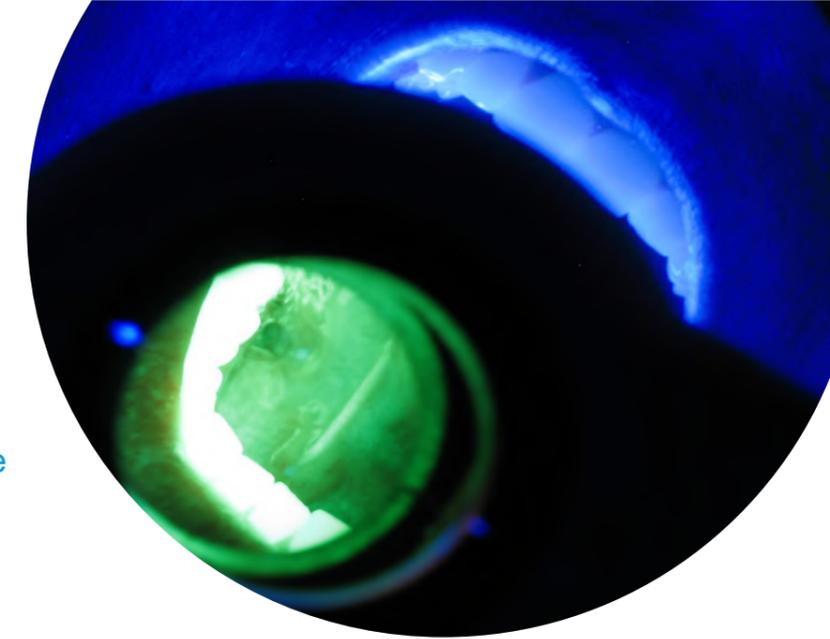
## Why Is the VELscope System Important?

### The VELscope System Plays an Important Role in the Fight to Reduce Oral Cancer Mortality and Morbidity

According to the SEER database:

- Found early, oral cancer's five-year survival rate is 80% to 85%
- Found late, oral cancer's five-year survival rate is only about 30%.

Unfortunately, oral cancer is often discovered in the late stages when the prognosis for the patient is poor.



Used in conjunction with the conventional intra- and extra-oral exam, VELscope provides visual information that cannot be acquired in any other way, and helps discover problems that may not be apparent to the naked eye.

## VELscope Research – Impressive New Findings

### University of Washington Study

A recent 620-patient study at the University of Washington is giving us additional insights into VELscope's potential. The addition of VELscope to routine clinical exams resulted in the detection of a number of mucosal abnormalities not detected by a conventional exam. The study found that 69 (11.1%) of the routine dental patients examined had lesions only detected via VELscope assessment. In addition to the detection of oral cancers and precancers, the VELscope system is showing itself to be a powerful tool for the discovery of mucosal abnormalities such as:

- Viral, fungal and bacterial infections
- Inflammation from a variety of causes (including lichen planus and lichenoid reactions)
- Squamous papillomas
- Salivary gland tumours

The discovery of a wide range of mucosal abnormalities is part of a dentist's ongoing quest to maintain and improve their patients' oral health. Such discoveries should not be considered "false positives" simply because they are not cancerous or precancerous.



# Clinical Implementation Strategies

## How Should the VELscope Vx Exam Be Introduced to Patients?

- State-of-the-art assessment tool for discovering oral health problems including oral cancer
- Routine aid in the quest for both oral and systemic health
- Simple, painless, non-invasive, inexpensive (and possibly covered by insurance)
- Will only add 1-to-2 minutes to their routine oral hygiene exam

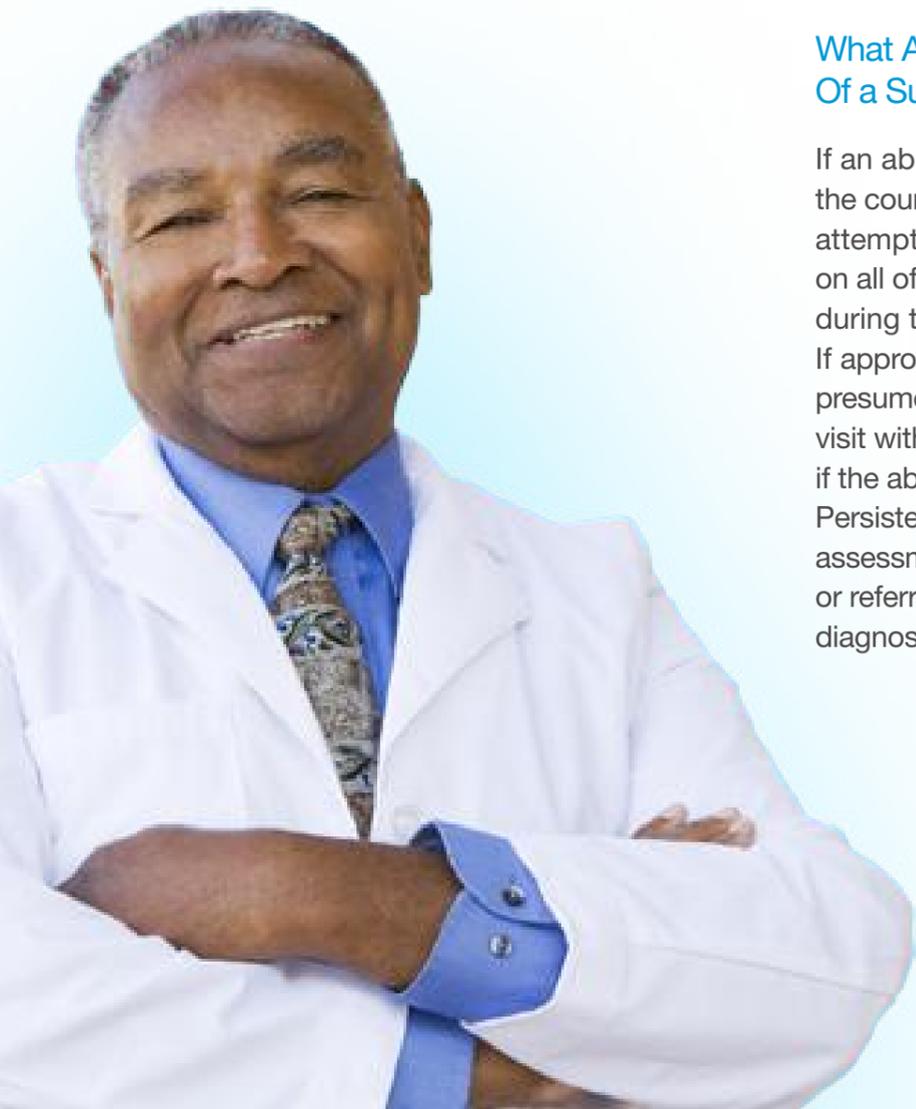
- Early discovery leads to less invasive treatment and better outcomes
- Exam is well accepted by patients

## The VELscope's Blue-Spectrum Light – How Should It Be Used?

- To inspect oral mucosa for an abnormal fluorescence response
- Following the standard head and neck exam (i.e., white light exam and palpation)
- As part of a robust oral assessment process

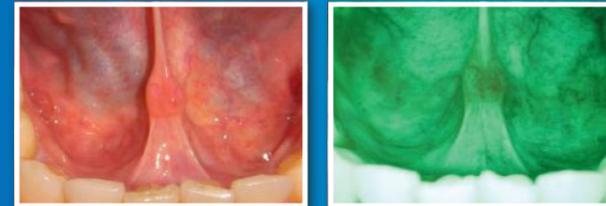
## What Are the Steps in the Event Of a Suspicious Finding?

If an abnormality is discovered during the course of an exam, you should attempt to determine its cause based on all of the clinical information acquired during the oral assessment process. If appropriate, after addressing the presumed cause, schedule a follow-up visit with the patient in 2-3 weeks to see if the abnormality has resolved. Persistent oral lesions require further assessment that normally includes biopsy or referral of the patient for additional diagnostic evaluation.



# Clinical Image Examples: White Light vs VELscope Fluorescence

## Unremarkable Floor of the Mouth



## Lichen Planus

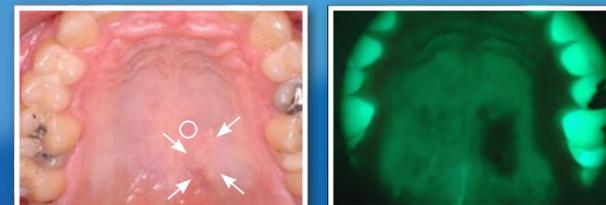


## Lichenoid Mucositis



Enhanced visualization of a lichenoid reaction to a gold crown using the VELscope

## Salivary Gland Tumour



Images courtesy of Dr. Samson Ng

# Support, Training and Education

LED Dental offers live & recorded training webinars – **earn CE credits, live, online.**

- Clinical implementation protocols
- Visualization and interpretation
- Converting your patients into VELscope lovers

For customer support, both for new and existing customers, please contact Samantha Dombro at: [support@ledental.com](mailto:support@ledental.com).

For more information visit [VELscope.com](http://VELscope.com), send us an e-mail ([betty.thomasson@ledental.com](mailto:betty.thomasson@ledental.com)), or call us at 1-888-541-4614, ext. 231.





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