

PRODUCT UPDATE

EASIER COLORECTAL CANCER SCREENING

Cologuard® from **Exact Sciences** is a new, FDA-approved, noninvasive stool DNA screening test for colorectal cancer. **Cologuard** has been proven to find 92% of colorectal cancers in average risk patients with 87% specificity. Available by prescription for people aged 50 years and older who are at average risk for colorectal cancer, **Cologuard** does not require medication, dietary restrictions, or prior bowel preparation. ■
FOR MORE INFORMATION, VISIT www.exactsciences.com

FRONT-CLOSURE SURGICAL BRA

Elizabeth Pink Surgical Bra™ from **BFFL Co** allows for mild compression and stretch, with a Velcro front closure and adjustable, padded shoulder straps. The pink bra has patent-pending side-drain openings to accommodate JP drain exit placement. JP drain bulbs can be attached to a loop and ring, eliminating the need for wearing a pouch or fanny pack during recovery. ■
FOR MORE INFORMATION, VISIT <http://bfflco.com/>

16-POCKET LAB COATS FOR MEN AND WOMEN

SCOTTeVEST has a new line of **SeV lab coats** styled for men and women with 16 pockets to carry medical devices and personal electronics. Some pockets are hidden for added security. The exterior white fabric is stain- and water-resistant and can be laundered and sanitized. ■
FOR MORE INFORMATION, VISIT www.scottevest.com

LAPAROSCOPIC SMOKE EVACUATION SYSTEM

The Plume-Away® Smoke Evacuation System is now available to clinical users, reports **CooperSurgical**. The passive, disposable, multi-stage system traps smoke, particulates, and aerosolized pathogens while an activated charcoal membrane absorbs odors and chemical toxins. **CooperSurgical** claims the system removes 99.999% of 0.01 µm particles from surgical procedure sites, while the air-flow rate remains steady. ■
FOR MORE INFORMATION, VISIT www.CooperSurgical.com

NEW BABY BOTTLE DESIGN PREVENTS COLIC

Difrax claims the design of its **S-Bottles** allows the baby to swallow less air and therefore have less trouble with burping, vomiting, colic, and earache. When the bottle is being used, the teat is constantly filled with liquid and a valve in the bottle's base prevents vacuum suction. A bottle warmer is available. ■
FOR MORE INFORMATION, VISIT www.difraxusa.com

HOME-USE CONCEPTION ASSISTANCE DEVICE

Rinovum Women's Health announced that **The Stork® OTC**, a conception-assistance device, is now available without a prescription in stores and online. **Rinovum** claims that **The Stork OTC** is a safe, easy way to perform cervical cap insemination at home, without drugs or invasive procedures. ■
FOR MORE INFORMATION, VISIT www.storkotc.com

MEASURE LIPIDS & GLUCOSE IN 2 MINUTES

The LipidPlus® Lipid Profile and Glucose Measuring System from **JANT Pharmacal Corporation** uses a single test strip to measure total cholesterol, high-density lipoprotein (HDL), triglycerides, and to calculate low-density lipoprotein (LDL) with results in 2 minutes. Lipid and glucose test strips do not require refrigeration, and require a small blood sample. The system includes an analyzer that can store up to 200 results. ■
FOR MORE INFORMATION, VISIT www.lipidplus.com

ENCOURAGING BREAST SELF-EXAM

Circuelle™ Breast Ritual Crème is intended for use during twice-monthly breast self-examinations in the shower or bath. **Circuelle** claims that the lotion's texture enables a woman's fingertips to glide across her breast and underarm areas so she will notice something different, such as thickened skin, a lump, or change in the nipple. The moisturizing cream is paraben-, phthalate-, and petroleum-free, with organically derived ingredients including evening primrose oil, green tea extract, vitamins D and E, and essential oils. **Circuelle** also offers a Guide to Breast Self-Examination and tips to reduce the risk of breast cancer on its Web site. ■
FOR MORE INFORMATION, VISIT www.circuelle.com

RF DETECTION SYSTEM FOR L&D UNITS

RF Surgical Systems says it designed the **RF Assure Delivery System** for the labor and delivery (L&D) environment to locate and prevent the loss of sponges, towels, and gauze during vaginal delivery. After birth, a clinician uses the Verisphere sensor to scan the mother's pelvic area and L&D room to obtain an accurate count of radio-frequency (RF) tag-embedded items. ■
FOR MORE INFORMATION, VISIT www.rfsurg.com

NEW WEB SITE FOR FERTILITY RESOURCES

Advanced Reproductive Care Inc. offers a full suite of products, services, and resources for infertility through its new Web site. There, patients can access a nationwide network of fertility services, from fertility treatment package options and payment plans to articles, newsletters, and informational videos addressing common questions and treatment options. ■
FOR MORE INFORMATION, VISIT www.arcfertility.com

EXCHANGE DATA USING PATIENTGRAPH

CareConnectors™ says that its **PatientGraph™** software enables patients and health-care providers and enterprises to exchange traditional and nontraditional health-care data in a secure, HIPAA-compliant system. The 3-component platform allows trusted parties (including patients) to share information with authorized providers, devices, and services; provides programming interfaces to aid workflow; and offers software development kits to allow customization. ■
FOR MORE INFORMATION, VISIT www.careconnectors.com