



## CV Medical Announces NuCART Wins Top Prize In 2015 Excellence in Surgical Products

### ***“Best in Show” Awarded To NuCART***

Vancouver, WA, November 13, 2015 – [CompView Medical \(CVM\)](#), a leading provider of integrated audio-visual systems for healthcare environments and manufacturer of [NuCART®](#), the world’s first all-in-one mobile equipment manager, visualization, and ergonomic boom system, announces that NuCART won the “Best In Show” prize in the annual Excellence in Surgical Products contest from [Surgical Products](#) magazine . The coveted award is an acknowledgment of NuCART’s technological innovation.

NuCART is the mobile version of the popular NuBOOM system, extending advantages of turn-key video integration that can be wheeled to the point of care. NuCART provides HD images to surgeons during minimally invasive surgery where mobile fluoroscopy, ultrasound, and surgical video are used. NuCART also provides an equipment organization system that removes trip hazards and clutter, to improve staff and patient safety. The NuCART meets the budgetary and technical requirements of hospitals that are adopting modular image guided hybrid ORs for procedures such as urology, GI, interventional (vascular and radiology), and general surgery.

*“Surgical Products honored CV Medical’s NuCART with the first place Excellence in Surgical Products Best in Show award in response to the high interest our readers showed it and the informal praise they gave,”* said Rebecca Rudolph, editor, *Surgical Products*. *“Our readers are surgical industry experts who pride themselves on being educated professionals on the cusp of innovation. That is reflected in all the Excellence in Surgical Products awards we publish, and certainly held true this year as many cutting edge and innovative technologies were recognized.”*

*“NuCART provides mobile visualization capability to clinicians, helping them to efficiently and affordably utilize operating rooms for multiple types of surgeries. Combined with the flexibility that mobile C-Arms and rolling surgical tables provide, hospitals and ASCs have the capability to add additional procedure volume to ORs that previously hadn’t possessed enough flexibility or capabilities,”* says Linda Milano, Director of Marketing at GE OEC. *“As the exclusive USA distributor of NuCART, we are very excited to present this unique, breakthrough technology to our customer base.”*

*“Meeting the needs for perioperative utility, affordability, and be aesthetically compelling, is the mission of CV Medical,”* states Paul White, President and founder of CV Medical. *“On the advent of our 10<sup>th</sup> anniversary, I couldn’t be more pleased to have NuCART recognized by the selection panel for its ability to improve ergonomic comfort, streamline workflow, and help reduce cost. “*

NuCART is designed to exceed the ergonomic adjustability required by surgeons when utilizing mobile C-Arms, video cameras, and ultrasound during MIS. Workflow compatibility with mobile C-Arms is especially important because the days of ORs being regularly populated with fixed X-ray equipment are rapidly waning. NuCART provides more flexibility than traditional construction approaches because the

system is mobile, not built-in. The cost saving approach of a mobile boom system accommodates more flexible surgery scheduling because each OR can be easily reconfigured. Previously, CVM's [NuBOOM](#) floor-mounted models were the quickest way to deliver state-of-the-art AV integration and ergonomic reach. NuCART meets the demand for a one-size-fits-all product platform, yet is capable of efficiently managing the OR's complexities by offering mobility.

Nationwide there are about 5,000 licensed hospitals that provide in-patient surgery, CVM's traditional customer base. Additionally, ambulatory surgery centers (ASCs) and office-based surgery centers now account for almost twice the number of minimally invasive surgery (MIS) outpatient locations, with approximately 6,100 and 3,600 sites respectively. The ASC and office-based surgery centers market is essentially untapped and mobile visualization and boom carts can provide this segment with the level of AV integration and surgeon ergonomics they are accustomed to finding in large hospitals.



The NuCART can be installed in just a few hours, helping customers avoid costly OR downtime due to construction. Since NuCART is mobile, instead of being suspended from the OR ceiling, expensive remodeling to reinforce the ceiling is avoided. Additionally, it is easily removed from a leasehold should the customer relocate.

**About CompView Medical:** CVM is the manufacturer of the NuBOOM- the world's first all-in-one equipment management, visualization and ergonomic boom appliance. The NuBOOM enables hospitals to retrofit out-of-date operating rooms with modern visualization technology for minimally invasive surgery. NuBOOM is installed in operating rooms in two days, minimizing disruption to OR schedules

and staff. CompView Medical was founded in 2006. For more information, visit <http://www.nuboom.com>.

About GE Healthcare:

GE Healthcare provides transformational medical technologies and services to meet the demand for increased access, enhanced quality and more affordable healthcare around the world. GE (NYSE: GE) works on things that matter - great people and technologies taking on tough challenges. From medical imaging, software & IT, patient monitoring and diagnostics to drug discovery, biopharmaceutical manufacturing technologies and performance improvement solutions, GE Healthcare helps medical professionals deliver great healthcare to their patients.

**Media Contact:**

Linda Ferguson

PR Counsel, CompView Medical

503-869-5827

[Linda@LCFMarketing.com](mailto:Linda@LCFMarketing.com)