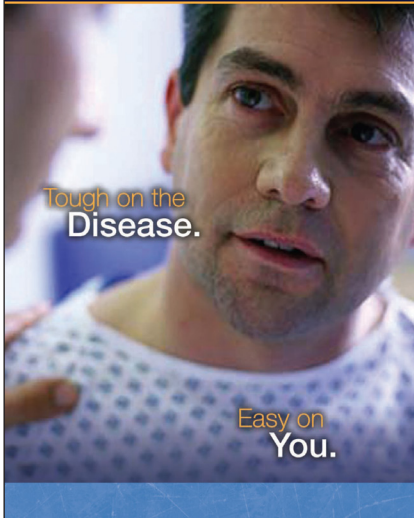


CSA Medical

- Situation** CSA Medical is a technology company that uses CryoSpray Ablation to help the treatment and early prevention of esophageal cancer. Only CSA offers a cool, easy-to-use, virtually pain-free treatment that effectively replaces diseased tissue with healthy tissue – reducing patient discomfort and worry. Channel Communications was tasked with helping CSA develop a brand identity and to help them in generating appointments and ultimate placement of cryospray units in select hospitals throughout the country.
- Solution** Channel Communications developed a positioning statement, tagline, trade materials and targeted audience brochures to help CSA generate awareness and sales.
- Results** Since partnering with Channel Communications, CSA Medical has nearly doubled the number of installed units in hospitals throughout the United States. More patients are being treated through CSA's cutting edge technology than ever before.



Tough on the Disease.

Easy on You.

CryoSpray Ablation™

CSA

patient procedure, your physician performs CryoSpray Ablation by y-pressure spray using patented, FDA-cleared equipment. ally receive 1 to 4 treatments every 4 to 8 weeks, depending on Your physician will monitor the number of needed treatments. In wing each treatment, diseased tissue begins to be replaced with

stages include that it:

effective. Cleared by the Food and Drug Administration (FDA), Ablation has been shown effective in clinical trials and is used by e most highly regarded medical centers in the country. short, outpatient procedure, CSA involves a simple endoscopic that usually takes only about 30 minutes. rapid return to normal activities. Most patients can resume their it and regular activities, generally within the same day after the anesthesia have worn off. ie or no discomfort. Patients tolerate CryoSpray Ablation very t, studies have shown that 85% of patients don't require any n medication for pain (citation here – Greenwald). peace of mind. CSA may reduce your risk of esophageal cancer attractive alternative to surveillance and other forms of treatment.

CSA Procedure

cedure is similar to the upper endoscopies (EGDs) used to diag-phageal disease. General information is provided below; please physician for detailed instructions.

Instructed to fast prior to the procedure. ur medications only as instructed by your physician. ve someone drive or accompany you home.


Procedure

procedure usually takes 30 minutes. given medication to help you relax. an will examine the area to be treated with an endoscope s with a camera). designed tube will be passed through the esophagus into your p prevent gas build-up. an will place the CSA CryoCatheter into the endoscope and the treatment area.

- Your physician will then spray liquid nitrogen onto the diseased tissue, causing it to freeze, then allowing it to thaw. You will not feel this process.
- Your physician will determine how many times to repeat this process.

After Your Procedure

- You'll spend time resting in a recovery area until you're fully awake.
- A responsible adult must drive or accompany you home. Many people feel no pain; however, occasionally mild discomfort may be felt 2 to 3 days after the procedure.
- 85% of patients do not require prescription medication for pain; however, your physician may write a pain prescription that can be used if needed.
- Patients generally can resume their normal diet and regular activities within 24 hours, after the effects of anesthesia have worn off.
- Report any unusual pain or other problems to your physician.
- Your physician will arrange for you to return for follow-up procedures every 4 to 8 weeks as needed.
- You will continue to take medication for your reflux disease.



"Everything is clean. Barrett's is gone... This (CSA) is nothing to fear. It's probably less painful than going to the dentist. The greatest problem I have is driving down to the city and parking."

- Bill M., Frederick, MD

"From a patient's perspective, it was a non-event. You go in, get your (intravenous line) and pain medication. It doesn't knock you out, but you don't remember a thing about what's going on. There was no pain, no hurt, no nothing afterwards."

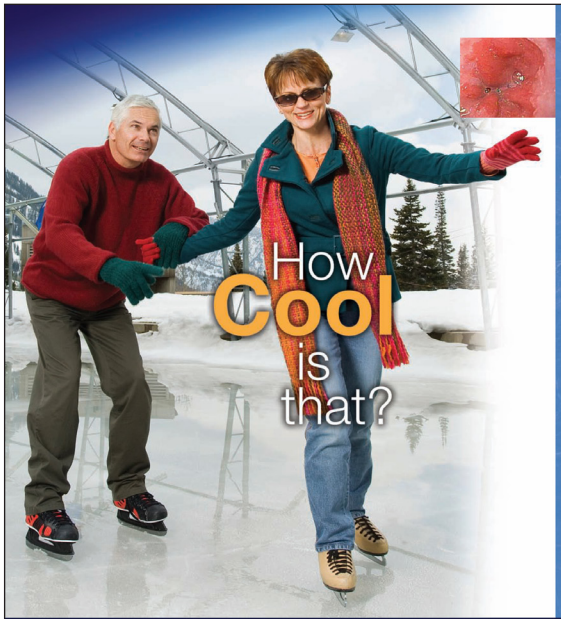
- Myron R., Bethesda, MD

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- Myron R., Bethesda, MD



How Cool is that?

About Barrett's Esophagus/Esophageal Disease

A growing number of Americans suffer from heartburn or acid reflux, where acid from the stomach washes back up into the esophagus (the tube that connects the mouth and the stomach). This condition is known as Gastro-Esophageal Reflux Disease (GERD). This condition affects 20-30% of Americans.

In addition to causing discomfort, this can create serious damage that can lead to Barrett's esophagus, a pre-cancerous condition. For every 1,000 hospitalizations with a GERD, had Barrett's esophagus in 2005. If left untreated, Barrett's esophagus may lead to esophageal cancer. In fact, people with Barrett's esophagus are 125 times more likely to get esophageal cancer.

In the past, physicians primarily relied on medication where they simply monitored the progress of the disease. Many patients eventually required surgery to remove the diseased portion of the esophagus. Now there is a safe, effective alternative to CryoSpray Ablation (CSA).

CryoSpray Ablation (CSA)

A simple, effective treatment for esophageal disease. Physicians and patients alike appreciate this approach to treating unwanted tissue in the esophagus. The procedure typically lasts only about one hour and is virtually pain-free. While it's to be expected, it's easy on you. What could be better?

How it works

CryoSpray Ablation (CSA) is a simple, effective procedure that uses cryotherapy, a spray of liquid nitrogen, to treat a wide range of esophageal disease. "Ablation" is a medical term referring to the removal of unwanted tissue.

Cryotherapy freezes the diseased tissue so that new tissue can grow in its place. A proven technique, this type of liquid nitrogen therapy, used by doctors to treat other areas of the body since the 1950s.

Talk with your doctor to learn more about this exciting treatment.

Or for more information, call 866.481.7786 or visit www.csamedical.com.

1. Yeh Zhai, M.D., and William Enos, Ph.D., Gastroesophageal Reflux Disease (GERD) Hospitalizations in 1998 and 2005, Healthcare Cost and Utilization Project Statistical Brief #44, Agency for Healthcare Research and Quality, January, 2008

2. Ibid.

3. G.M. Eisen, Ablation therapy for Barrett's esophagus, Gastrointestinal Endoscopy, 2006; 68: 760-765.

4. Bruce Greenwald, M.D., need specific reference here

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Freeze the Disease.
Free the Patient.

How Cool is that?

What Physicians Are Saying

A case of treatment reminds me of the dermatologist's use of liquid nitrogen freezing small cancers and warts. In my twenty years of medicine, I've not seen a device that will so quickly change my practice and improve patient care."
*Robert J. Clark, MD
Hennepin County, Minneapolis, MN*

It is so amazing how well patients tolerate cryo. They have little to no pain."
*Matthew J. Lightstone, MD
Frederickson Hospital, Columbia, New York, NY*

It is truly revolutionary. This is very impressive. One patient had more than percent of his disease gone after his initial treatment. I've never seen results respond so quickly. The procedure is a painless treatment. I believe the future is here."
*Jack Lewis, MD
Copley Cancer Medical Center (Chicago, IL)*

"This is a disease we see in a lot of older patients with other illnesses, so the decision to send them to surgery requires careful consideration. Cryoablation therapy is particularly attractive for older patients who may have other complications or other medical issues - such as accompanying heart or lung diseases - that make traditional surgeries too risky."
*Robertson Smith-Danielson, MD
University of Texas Southwestern Medical Center (Dallas, TX)*

Testimonials included in this folder represent the individual experience of some physicians. Individual experiences with CSA treatment may vary.

The CryoSpray Ablation system removes diseased tissue by rapidly freezing and thus destroying the unwanted tissue.

The system transports low-pressure liquid nitrogen through a specially designed catheter that is passed through a standard endoscope. With Spray Cryotherapy, physicians can freeze the disease, effectively freeing patients from discomfort and worry. **How cool is that?**

What Physicians Are Saying

"The ease of treatment reminds me of the dermatologist's use of liquid nitrogen for freezing small cancers and warts. In my twenty years of medicine, I have not seen a device that will so quickly change my practice and improve patient care."

*Walter A. Clarke, MD
Bellevue Clinic (San Diego), CA*

"It is so amazing how well patients tolerate cryo. They have little to no pain."

*Doreen J. Lippman, MD
NY Presbyterian Hospital - Columbia (New York), NY*

"This is truly revolutionary. This is very impressive. One patient had more than 80 percent of his disease gone after his initial treatment. Few newer-wave patients respond so quickly. The procedure is a painless treatment. I believe the future is here."

*Jack Kelly, MD
Indiana University Medical Center (Chicago), IL*

"This is a disease we see in a lot of older patients with other illnesses, so the decision to send them to surgery requires careful consideration. Cryotherapy therapy is particularly attractive for older patients who may have other complications or other medical issues – such as accompanying heart or lung diseases – that make traditional surgeries too risky."

*Christopher D. Hollander, M.D.
University of Texas Southwestern Medical Center (Dallas), TX*

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CSA
Cryosurgery Systems America, Inc.

Benefits

Spray Cryotherapy offers numerous benefits:

Physician Benefits	Patient Benefits
<ul style="list-style-type: none"> • Quick and easy ablation of unwanted tissue • One device for focal or broad field treatment • Direct visualization of treatment area • Non-contact cryoprobe can treat hard-to-reach tissue • FDA-cleared 	<ul style="list-style-type: none"> • Outpatient procedure • Quick return to normal activities • Offered by over 60 teaching centers in the U.S. • Proven technology of cryotherapy • Alternative to other, more invasive treatment options

*Each physician should use realistic expectations. CSA treatment for high-risk cancer patients, specifically regarding its ability to eradicate lymphatic and distant metastases. Consult the instructions for use for additional information.

Report Safety Enhancements

CSA has taken the precautions used by gas during pregnancy, where significant embryonic alteration or rupture could occur, and implemented measures to ensure safety for the physician, while also protecting the patient from the potential danger of the extremely hot gases being released. To further protect patients, women who are pregnant, suspect they may be pregnant, or are breastfeeding, must avoid contact with the spray gun. Additionally, women who are pregnant, suspect they may be pregnant, or are breastfeeding, must avoid contact with the spray gun. Additionally, women who are pregnant, suspect they may be pregnant, or are breastfeeding, must avoid contact with the spray gun.

- powerpoint template
- trade show display

Freeze the Disease.

Free the Patient.

How Cool is that?

CryoSpray Ablation™

CSA medical

A versatile tool in the Treatment of esophageal diseases.

Before

After

FDA cleared indications for use: The CSA Medical Cryo-Ablation System is intended to be used as a cryosurgical tool for destruction of unwanted tissue in the fields of general surgery, specifically for endoscopic applications.*

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Cool, patient-friendly Treatment

- FDA cleared
- CE certified
- Physician controlled
- Direct visualization
- Short procedure times
- Quick return to normal routines
- Clinically affordable

FDA cleared indications for use: The CSA Medical Cryo-Ablation System is intended to be used as a cryosurgical tool for destruction of unwanted tissue in the fields of general surgery, specifically for endoscopic applications.*


A versatile tool in the Treatment of esophageal diseases.

- Broad
- Focal
- Deep
- Superficial
- Nodular
- Flat

View case studies on:

- Barrett's esophagus
- Low-grade dysplasia
- High-grade dysplasia
- Intramucosal cancer
- T1 Adenocarcinoma

And more...




The CryoSpray Ablation system removes diseased tissue by rapidly freezing and thus destroying the unwanted tissue. The system transports low-pressure liquid nitrogen through a specially designed catheter that is passed through a standard endoscope. With Spray Cryotherapy, physicians can freeze the disease, effectively freeing patients from discomfort and worry. How cool is that?


Freeze the Disease.
Free the Patient.
How is Cool that?™

Indication for use: The CryoSpray Ablation System is intended to be used as a cryosurgical tool for destruction of unwanted tissue in the field of general surgery, specifically for endoscopic applications.

Spray Cryotherapy
[The Procedure](#)
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CryoSpray Ablation
[Click to view demo](#)



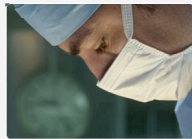
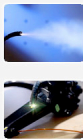


CryoSpray Ablation
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Spray Cryotherapy / The Procedure

Freezing the Disease


How CryoSpray Ablation works: Your doctor inserts a long tube with a camera on the end (an endoscope) into the treatment area. This is just like endoscopy exams that you've already had. Your doctor sprays liquid nitrogen on the unwanted tissue to freeze it, and then allows the tissue to thaw. This freeze-thaw cycle is typically repeated several times as determined by your doctor. This rapid freeze and thaw of tissue has proven to destroy treated cells and tissue.

[Click here to review CryoSpray Ablation demo.](#)

Returning to Your Life

The procedure is a simple outpatient procedure, requiring minimal time (20–30 minutes) to complete. Plus, you often can expect to return home the same day and often return to your normal routine the next day.

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CryoSpray Ablation
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About CSA Medical™






Stopping Disease Cold

CSA Medical has advanced the proven science of cryotherapy. With the CryoSpray Ablation System, physicians have the ability to quickly and easily freeze, destroy and remove unwanted tissue, freeing patients from the discomfort and worry.

The CryoSpray Ablation system uses a patented technology to deliver liquid nitrogen through a catheter in a standard endoscope. This system of repetitive freeze-thaw cycles has been shown to destroy unwanted tissue, allowing new tissue to regenerate in its place.

Key Executives



Steven E. Schaefer, CPA
President and Chief Financial Officer

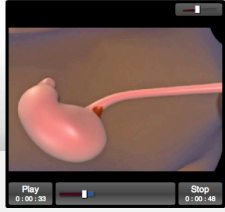


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CryoSpray Ablation Animation



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Your name*

Your email address*

Your friend's name*

Your friend's email address*

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3 cool reasons to choose The Cold Treatment

- 1 Simple**
Quick and easy ablation of unwanted tissue using non-contact cryospray
- 2 Affordable**
Clinically affordable equipment and disposables
- 3 Versatile**
One device for focal or broad field treatment

Freeze the disease. Free the patient.
How cool is that?

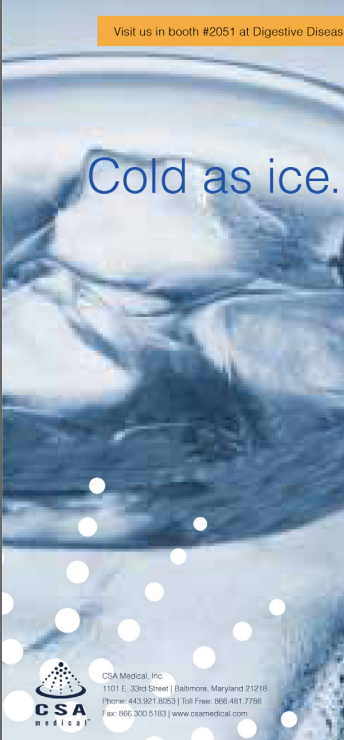
Visit us in booth #2051 at Digestive Disease Week, May 30 – June 4

CSA Medical, Inc. | 1101 E. 33rd Street | Baltimore, Maryland 21218 | Phone: 443.921.9203 | Toll Free: 866.481.7796 | Fax: 866.300.5183 | www.csamedical.com



Choose the Cool Treatment.


Visit us in Booth #2051 at Digestive Disease Week, May 30 – June 4



Cold as ice. Literally

**Freeze the disease.
Free the patient.
How cool is that?**

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