

James C. Andrews, MD, FACS

Neuro-Otology
Hearing, Balance, Facial Nerve
Ear and Skull Base Surgery
Adults and Children

Cadvan O. Griffiths MD, LLB

Cosmetic and Reconstructive Surgery
Medical Legal Consultant

Chester F. Griffiths MD, FACS

Ear, Nose & Throat
Head and Neck Surgery
Nasal and Sinus Surgery
Cosmetic and Reconstructive Surgery
Adults and Children

Howard R. Krauss, MD

Ophthalmology
Neuro-Ophthalmology
Orbital Surgery
Adult Strabismus
Oculoplastic Surgery
Laser Vision Correction

William W. Lee, MD FACS

Ear, Nose & Throat
Head and Neck Surgery
In Consultation

Michelle Putnam, MD

Ear, Nose & Throat
Head and Neck Surgery
Nasal and Sinus Surgery
Facial Cosmetic Surgery

Gregory J. Frazer AuD, PhD

Marni L. Novick, MA CCC-A

Audiology
Balance Testing/Therapy
Hearing Aids
Children and Adults

Brian F. King, MD

Director of Neuroradiology
Director of Spinal Intervention
Clinical Assistant Professor of Radiology
University of Southern California
Keck School of Medicine

**WEST WILSHIRE MEDICAL SURGICAL CENTER (WEST LOS ANGELES) AND
LANDMARK IMAGING (WEST LOS ANGELES) ADDS ADVANCED SURGICAL
NAVIGATION TECHNOLOGY FROM GE TO MAKE ENDOSCOPIC SINUS SURGERY
SAFER AND MORE EFFECTIVE**

LOS ANGELES, California June 10th, 2004 – West Wilshire Medical Surgical Center, a freestanding ambulatory accredited surgery center in West Los Angeles, in association with Landmark Imaging Medical Group, Inc., has added an advanced technology known as “InstaTrak Surgical Navigation” system. InstaTrak, produced by GE Medical Systems, makes endoscopic nasal and orbital surgeries safer and more effective. It enables surgeons to visualize the exact position of surgical instruments during the procedure, and to see areas of a patient's sinuses and skull anatomy in greater detail than ever before. The technology is similar to a GPS system for instruments in the head, sinus, and orbital areas with 3 dimensional live instantaneous updates.

More than 300,000 people undergo a procedure called Functional Endoscopic Sinus Surgery (FESS) each year in U.S. to repair sinus disorders. Candidates for the procedure include patients with chronic sinusitis, nasal polyps, failed nasal surgery, chronic sinus headaches and other sinus problems that may require surgical repair. According to Chester F. Griffiths, MD, FACS, Medical Director, the InstaTrak system allows West Wilshire to provide better care to patients requiring ESS. “For the 35 million people who suffer from chronic sinusitis, this technology offers new hope for lasting relief. We are pleased to offer this new technology and higher level of safety to our FESS patients,” said Dr. Griffiths. During FESS, an endoscope, which acts like a miniature telescope, illuminates the surgeon's view of the sinuses. But like a telescope, the endoscope only provides a view of the immediate surface area and does not allow the surgeon to see around corners. Because of the proximity of the sinuses to the eyes and brain, InstaTrak can reduce the risks related to the procedure. The surgeon can precisely see the position of surgical instruments, and the movement of the instruments can be tracked in real time, allowing the surgeon to more accurately and safely seek out and remove diseased tissue. GE’s InstaTrak builds a computerized model of a patient's sinus and skull anatomy with computed tomography (CT or CAT scans) taken prior to surgery. These images are displayed on a computer monitor in the operating room and thus provide a road map for the surgeon to follow.

West Wilshire Medical Surgical Center, Ltd.

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Landmark Imaging Medical Group, Inc.

11620 Wilshire Boulevard - Suite 100 - Los Angeles, CA 90025

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InstaTrak's electromagnetic tracking system links the instruments used in the surgery to the system's computer. During surgery, the tip of the instrument inserted into the patient's nostrils appears on the computer monitor as a set of cross hairs, which move through the computerized model of the patient's skull. This allows the surgeon to see the exact location of the surgical instrument in relation to the patient's own individual anatomy.

- **About West Wilshire Medical Surgical Center**

West Wilshire Medical Surgical Center is a Medicare fully accredited ambulatory surgical center accredited by the Accreditation Association for Ambulatory Health Care, Inc. (AAAHC) (<http://www.aaahc.org>) providing a wide range of ambulatory surgical services. It is located within Pacific Eye and Ear Specialists; an Association of Doctors specializing in Eye, Ear, Nose, and Throat, Head and Neck Surgery, Neuro-Ophthalmology, Orbital Surgery, Neuro-Otology and Cosmetic Surgery. West Wilshire is the first freestanding ambulatory surgery center to acquire this technology in California and one of two in the United States according to GE Medical Systems. www.PacificSpecialists.com

- **About Landmark Imaging Medical Group, Inc.**

Landmark Imaging Medical Group, Inc. is a pioneering diagnostic imaging center located on Wilshire Boulevard in West Los Angeles. Landmark Imaging brings together the highest academic level of radiologists with the most advanced imaging equipment available. Studies include Computed Tomography (CT), Magnetic Resonance Imaging (MRI), X-Ray and Ultrasound. All studies are supervised and interpreted by sub-specialized radiologists devoted to patient care, ongoing clinical research, and the highest level of satisfaction for both referring physicians and patients. www.landmarkimaging.com

- **About GE Medical Systems**

GE Medical Systems is a \$9 billion global leader in medical imaging, interventional procedures, healthcare services, and information technology. Its offerings include networking and productivity tools, clinical information systems, patient monitoring systems, surgery and vascular imaging, conventional and digital X-ray, computed tomography, electron beam tomography, magnetic resonance, ultrasound and bone mineral densitometry, positron emission tomography, nuclear medicine, and a comprehensive portfolio of clinical and business services. For more than 100 years, health care providers worldwide have relied on GE Medical Systems for high quality medical technology and productivity solutions. For more information, visit the GE Medical Systems Web site at www.gemedical.com

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