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### **MAUNA KEA TECHNOLOGIES DONATES \$100,000 TO ASGE'S IT&T CAPITAL CAMPAIGN TO BUILD A NEW STATE-OF-THE-ART GI TRAINING CENTER**

**OAK BROOK, Ill. – May 9, 2012** – The American Society for Gastrointestinal Endoscopy (ASGE) Foundation has received a donation of \$100,000 from Mauna Kea Technologies to ASGE's IT&T Capital Campaign, a fundraising project to construct a new facility that will provide cutting-edge technology and training capabilities to significantly optimize current educational opportunities. The donation will be made over five years.

“We are grateful for the generous donation from Mauna Kea Technologies to the building of ASGE's new state-of-the-art GI training center. This facility will truly be “The Global Home for Endoscopy” attracting physicians from around the world in addition to being able to reach physicians where they live through broadcast transmission of courses from the IT&T,” said Gregory G. Ginsberg, MD, FASGE, president, American Society for Gastrointestinal Endoscopy. “As we step into the future of endoscopy, we are excited to have partners like Mauna Kea Technologies who understand the importance of providing high quality physician education in an interactive environment using the latest technologies to improve physician performance and advance patient care.”

ASGE has been providing learning opportunities at its current Institute for Training & Technology (IT&T) in Oak Brook, Ill. The new facility will be situated on a 3.5-acre plot in Chicago's Downers Grove suburb, close to both O'Hare and Midway airports, and will serve as the global home of endoscopy, offering a full range of medical training and continuing medical education (CME).

“Going beyond the development of innovative endomicroscopy tools, partnerships between organizations such as the ASGE and industry are critical in ensuring that these advanced techniques are adopted” said Sacha Loiseau, PhD, Founder and CEO of Mauna Kea Technologies. “It is through high quality education and training that we will move forward and improve the way patients are managed and GI disease is detected and treated.”

The new facility will offer:

- State-of-the-art laboratory facilities that will house up to 16 hands-on stations to provide training simulations using the latest equipment and technologies in endoscopy; built-in flexibility to accommodate equipment and models for hands-on training and simulation in other specialties
- Advanced training models and simulators
- A 100-seat auditorium with an audience-response system
- In-house real-time DVD recording of courses and rapid duplication capabilities
- Additional conference space and breakout rooms
- The capability to broadcast and receive live transmissions anywhere in the world, including endoscopic instruction and demonstration of techniques as well as didactic lectures on research and educational findings
- The potential to provide real-time or recorded access online to IT&T hands-on and didactic courses via video streaming technology
- The ability for domestic and international faculty to participate in courses on site or via satellite to teach cutting-edge techniques live to anyone, anywhere in the world
- A resource for international members to extend training while in the U.S. attending Digestive Disease Week<sup>®</sup> or other meetings, allowing them to learn and practice techniques that are not standard in their regions of the world
- Rentable lab, auditorium, banquet and conference rooms
  - The facility is designed to accommodate training by many medical specialties and is available for use by other organizations interested in renting space

### **ASGE IT&T Capital Campaign**

ASGE's IT&T Capital Campaign is a fundraising project through the ASGE Foundation to construct the new facility that will provide cutting-edge technology and training capabilities to significantly optimize current educational opportunities. ASGE and the ASGE Foundation promote ongoing research in gastrointestinal endoscopy and its applications to disease management and prevention to ultimately improve the quality of endoscopy delivered to patients. The ASGE Foundation also funds programs designed to improve physician training and foster career development as well as supports important educational initiatives aimed at explaining the role of endoscopy in digestive health to the public. The IT&T Capital Campaign has raised funds from ASGE members and corporate partners, and as of April 2012, the campaign has surpassed its \$6 million goal with four months left before the campaign is completed.

To learn more about the IT&T Capital Campaign, visit [www.asge.org/ITTCampaign](http://www.asge.org/ITTCampaign).

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### **About the American Society for Gastrointestinal Endoscopy**

Since its founding in 1941, the American Society for Gastrointestinal Endoscopy (ASGE) has been dedicated to advancing patient care and digestive health by promoting excellence and innovation in gastrointestinal endoscopy. ASGE, with more than 12,000 members worldwide, promotes the highest standards for endoscopic training and practice, fosters endoscopic research, recognizes distinguished contributions to endoscopy, and is the foremost resource for endoscopic education. Visit [www.asge.org](http://www.asge.org) and [www.screen4coloncancer.org](http://www.screen4coloncancer.org) for more information and to find a qualified doctor in your area.

### **About Mauna Kea Technologies**

Mauna Kea Technologies is a global medical device company and leader in the endomicroscopy market. The company researches, develops and markets innovative tools to visualize and detect abnormalities in

the gastro-intestinal and pulmonary tracts. Its flagship product, Cellvizio®, a probe-based Confocal Laser Endomicroscopy (pCLE) system, provides physicians and researchers high-resolution cellular views of tissue inside the body. Large, international, multi-center clinical trials have demonstrated Cellvizio's ability to help physicians more accurately detect early forms of disease and make treatment decisions immediately. Designed to improve patient outcomes and reduce costs within a hospital, Cellvizio can be used with almost any endoscope. Cellvizio has 510(k) clearance from the U.S. Food and Drug Administration and the European CE-Mark for use in the GI and pulmonary tracts.

**For more information on Mauna Kea Technologies, visit [www.maunakeatech.com](http://www.maunakeatech.com)**

### **About Endoscopy**

Endoscopy is performed by specially-trained physicians called endoscopists using the most current technology to diagnose and treat diseases of the gastrointestinal tract. Using flexible, thin tubes called endoscopes, endoscopists are able to access the human digestive tract without incisions via natural orifices. Endoscopes are designed with high-intensity lighting and fitted with precision devices that allow viewing and treatment of the gastrointestinal system.