

CUSTOMER PROFILE:

Center for Ambulatory and Minimally Invasive Surgery (CAMIS)





MISSION & FOUNDATION

The Center for Ambulatory and Minimally Invasive Surgery (CAMIS) is a state-of-the-art outpatient, ambulatory surgery facility within the Virtua Health Network—the largest not-for-profit healthcare system in central New Jersey. Since its establishment in 2012, the center has grown into a full service multi-specialty facility conducting 6,000+ surgeries annually.

The Center provides patients of the Jersey shore and surrounding counties in New Jersey with the convenience of same-day surgeries performed by top-notch surgeons. The team delivers high quality patient care in a comfortable, local environment.

CAMIS pools its resources to attract renowned physicians, expert nursing staff, and quality technology for the patients within its care.



Katie Lehman, RN, BSN, MA, Administrator

“We work with physicians that are highly skilled and respected in both their community and their specialty,” says Katie Lehman, RN, BSN, MA, Administrator, Center for Ambulatory and Minimally Invasive Surgery. “We are partners with Virtua Health Network, which opens up our resources for finding the best of the best to treat our patients.”

Gary Pess, M.D., medical director, and orthopedic surgeon at CAMIS, notes, “We treat patients individually and seriously— every patient gets individualized care based on their needs and we try to make the process smooth for patients coming into the surgery center.”

Simply put, the goal at CAMIS is to be the surgical center of choice for the southern and central New Jersey communities, providing the highest possible quality care. However, people are only one part of meeting that mission. Technology also plays a critical role because it has an impact on everything from workflow and productivity to patient outcomes.

VENDOR EVALUATION & DECISION

When the team at CAMIS set out to acquire new technology they approached it as an important and thorough process. The clinical and operational team conducted extensive evaluations with multiple

competing vendors using rigorous criteria, and after careful consideration, ultimately selected Fujifilm as its vendor-of-choice for the company’s minimally invasive surgical platform. But it was more than high quality technology that influenced their decision.

“The Fujifilm platform received the most positive results – not just from the surgeons, but also from my staff— the nursing staff felt that they had the full support during the trials as well as throughout the purchasing process. Our Fujifilm account manager was always there for us throughout the entire review process, the purchase process, and long afterwards— it was the best customer service we experienced.” - Katie Lehman, RN, BSN, MA, Administrator

Relationship building and dependability were critical components that factored into the investment decision.

“Fujifilm’s technology was clearly the most superior, but we also found the reliable service and economic feasibility aspects to be an outstanding combination,” says Pess.

IMPACTS: CLINICAL

The new surgical system has been in practice at CAMIS for more than a year now, and the organization is experiencing positive impacts on patient care across a wide array of specialty areas.



Gary Pess, M.D., Medical Director, Orthopedic Surgeon

“Fujifilm has definitely made it easier to do my job in the operating room” says Pess. “I have crystal clear visualization using these scopes. Together, the brightness, acuity, focus, clarity, and zoom better allow me to see fine details that I couldn’t see before.” Pess says he would strongly recommend Fujifilm towers and scopes to other surgery centers because they support a significant improvement in surgical technique, and having that advantage can only benefit patients.

General Surgery & Laparoscopy

Having performed a significant number of procedures using Fujifilm’s surgical technology, Dr. Jarrod Kaufman, a general and minimally invasive surgeon at CAMIS, understands the power that



increased observational capability can make to his clinical practice during dissection procedures—improving his ability to visualize even very small blood vessels during the time of dissection.



Jarrod P. Kaufman, M.D., General & Advanced Laparoscopic Surgeon

“We’re now able to see everything we need to see specifically while doing inguinal hernia. We have full visualization of the Myopectineal Orifice, we can see, all of the spaces where a hernia could form,” says Kaufman. “We have excellent visualization of small blood vessels to achieve excellent hemostasis, which ultimately does lead to better patient outcomes,” says Kaufman.

Orthopedic: Hand & Upper Extremity

As an orthopedic surgeon and upper extremity specialist, Dr. Pess performs a variety of procedures ranging from the elbow down to the hand. His most common procedures include endoscopic carpal tunnel releases, endoscopic cubital tunnel releases and dupuytren contracture procedures, all of which he strives to do as minimally invasively as possible.

The Bureau of Labor Statistics and the Occupational Safety & Health Administration have published statistics stating there are approximately 900,000 carpal tunnel syndrome cases each year. On average, carpal tunnel causes 31 missed work days per incident while the average for repetitive injuries is 23 days, as compared to an average of 9 days for other procedures.

It’s statistics like this that drive Dr. Pess to continually aim to deliver the “simplest, least invasive, and best solution for my patients’ problems.” One goal of minimally invasive surgery is quicker recovery, and technology makes a difference.

“Having superior optics, clarity, and definition helps me safely visualize the surgical field, to make sure that I don’t cut the Ulna nerve when I’m releasing the cubicle tunnel, and to make sure that when I do a carpal tunnel release, I’m only cutting the transverse carpal ligament. The technology has really made a big difference in terms of safety and ease for me to perform these types of minimally invasive procedures.” - Gary Pess, M.D., Med. Dir., Orthopedic Surgeon

Gynecologic: Reproductive Endocrinology and Fertility

The Fujifilm surgical platform is making a difference in reproductive medicine at CAMIS, too. William Zeigler, D.O., FACOG, is a reproductive endocrinologist and fertility specialist, and is one of the founding members and laparoscopic surgeons at CAMIS.

Fertility is a subject that has become increasingly prevalent in recent years. According to PEW Research, U.S. fertility hit an all-time low in 2018. Surgeons like Dr. Ziegler focus on the evaluation and preservation of a woman’s fertility, which often involves a series of laparoscopic and hysteroscopic procedures.

Whether Dr. Ziegler is re-anastomosing fallopian tubes that had been cauterized in the past, trying to again preserve a woman’s fertility potential, or removing ovarian cysts in an effort to preserve ovarian tissues, high quality magnification is key.

In addition, Dr. Ziegler performs laser laparoscopy—a form of laparoscopy where a laser is entered through the scope’s operative port—so it’s important to have equipment that can accommodate technology.

“I need a camera system that can adjust to where I aim my laser beam, and regulate the picture when I’m going in and out of the diseased tissue,” says Ziegler. “This improved visualization gives us a better surgical plane and view of the surgical tissue, allowing us to delineate diseased from non-diseased tissues, and tissue adhesions from normal physiological anatomy.”



William Zeigler, D.O., FACOG, Reproductive Endocrinologist, Fertility Specialist, Minimally

IMPACTS: WORKFLOW & THE BOTTOM LINE

The benefits of the Fujifilm minimally invasive surgical system extend to workflow and the bottom line as well. OR managers are tasked with coordinating all parts of a surgical suite for greatest operational efficiency—maximizing the number of surgical cases that can be done on a given day while minimizing time needed from required resources, and related costs. A big part of this role is ensuring surgeons have appropriate access to the right technology



to improve their productivity and patient care.

"We need technology that is both easy to set up and easy to use, which in turn makes it easy to teach. As the OR Manager I'm juggling interactions with clinical, administrative, and medical staff to coordinate all aspects of the surgery center—having technology that's easy for our surgeons to grasp is a huge help." - Carin Spinola, RN, OR Manager.



Carin Spinola, RN and Dr. Pess

CAMIS invested in not only Fujifilm's surgical tower, but also the company's wireless system. This has had major workflow impacts on the CAMIS team.

"It's easy for my assistant to see the second, portable monitor over my shoulder while I'm looking at the main screen, and we don't have wires flying all over the place," says Pess.

Physicians are able to get more precise control over their surgeries, often resulting in speedier procedures that don't sacrifice quality. "With Fujifilm's integrated wireless system, we've noticed a decrease in our procedural turnover time," says Spinola.

Improved visualization capabilities achieved with Fujifilm's ELUXEO(R) system also adds to CAMIS' ability to impact procedural efficiencies. "I'm better able to visualize even very, very small blood vessels during the time of dissection," says Kaufman. "In many instances, this decreases procedural time because we're not continually looking for a better picture, and in an outpatient procedural setting like this, that's a particularly important efficiency."

VENDOR-PROVIDER COLLABORATION DRIVES INNOVATION

The surgical industry has seen countless shifts and improvements over the years, notably, in optics and visualization. A driving force of this innovation is working with a vendor that listens to input and feedback from clinicians and surgeons.

Kaufman sees the vendor-surgeon relationship as a two-way street. "As surgeons, it's our responsibility to provide industry feedback about the types of hindrances or deficiencies in our field, and partner with industry to help improve current technologies or innovate for new technologies."

At the same time, it is the industry's responsibility to listen. "They hear us, they see the difficulties we are having with the equipment and either modify, or come back with ideas and technology that help address those concerns," says Ziegler.

Ultimately, it is the symbiotic relationship between industry and clinical medicine that is a key driver of innovation.

LOOKING FORWARD

Across the board, the clinical teams at CAMIS are very pleased with Fujifilm's surgical and wireless technology, and feel confident that Fujifilm products will stand the test of time. They cite the high quality and clear images, but also the fact that the scopes are precise and easy to use. They're also excited about the potential of future technologies and continuing their partnership.

"I'm looking forward to and expecting that Fujifilm will continue to develop the laparoscopic platforms to meet modern demands, including 4K technology, immuno fluorescence, ability to detect tumors, bile, blood flow, things of that nature through sophisticated technologies," says Kaufman.

Ziegler anticipates that Fujifilm will build on its success. "I'm hoping that coming down the pike, we'll be able to work with smaller types of operative scopes where I can use an even smaller scope and still use my laser with it," says Ziegler.

"Fujifilm has provided us better visualization in the surgical field through their minimally invasive equipment, and in the future, some even more sophisticated, minimally invasive techniques may be able to be accomplished in the outpatient setting, even robotic procedures," notes Kaufman. "And obviously for robotic procedures, you do require excellent visualization. So that's another possible way Fujifilm will hopefully partner with us in the future."

Learn more about [Fujifilm's portfolio of minimally invasive surgical solutions here](#).

Learn more about [CAMIS here](#).

