Ethicon Endo-Surgery to Showcase Broadest Spectrum of Innovative Bariatric Surgical Options, Physician Best Practices and Mobile/Web-Based After-Care Patient Programs at ASMBS

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CINCINNATI, June 10, 2011 /PRNewswire/ -- To address the need for more efficient and cost-effective bariatric surgical options to treat a variety of patient needs, Ethicon Endo-Surgery (EES), a global leader in surgical innovations, will showcase the broadest spectrum of bariatric surgical solutions and innovative technologies during the American Society for Metabolic and Bariatric Surgery (ASMBS) 28th Annual Meeting at the Gaylord Hotel and Convention Center in Orlando, Florida, June 12-17, 2011. EES will also highlight the latest metabolic research and a new mobile and web-based post-operation patient care support tool, and provide access to physician best practices.

The ASMBS meeting is the largest annual gathering of bariatric medical professionals, attracting surgeons and others from around the world. EES is the only company that supports all three of the primary bariatric surgeries — gastric banding, gastric bypass, and sleeve gastrectomy — both in the operating room and beyond.

"In the last year alone we have seen great strides in the healthcare community's understanding and acceptance of the role of bariatric surgery in treating weight-related comorbidities, including type 2 diabetes," said Chuck Austin, worldwide president, Ethicon Endo-Surgery. "EES is committed to working with healthcare professionals, payers and patients to advance that understanding and lay the groundwork for the next generation of better, more efficient and cost-effective surgical solutions that will help deliver improved outcomes and reduce the burden of obesity and related diseases."

Early Learnings Shared on Metabolic Research

One example of that approach is the Metabolic Applied Research Strategy (MARS) project, a collaboration with thought-leading surgeons, researchers and endocrinologists, including experts at the Metabolic Diseases Institute at the University of Cincinnati and the GI Metabolism Laborator
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