Incisive Surgical Launches New National Patient Advocacy Campaign -- Eliminate Traumatic Metal Skin Staples for Routine Skin Closure(2)

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MINNEAPOLIS, Oct. 5, 2011 /PRNewswire/ -- Incisive Surgical, Inc., the maker of the revolutionary INSORB® Absorbable Skin Stapler, today announced the launch of a new national patient advocacy campaign – "Eliminate Traumatic Metal Skin Staples for Routine Skin Closure." This campaign features a new website, www.ihatemetalskinstaples.com [1], which offers information regarding skin closure options available to patients undergoing surgery – metal skin staples, absorbable suture and absorbable staples. Visitors may comment, share photos and sign a national petition. Placing metal skin staples to close incisions is fast, but is traumatic to the patient. Every single metal skin staple pierces and punctures the outside of the skin in two places which can result in increased pain, anxiety, and the potential of 'railroad track scars.' Traumatic metal skin staples require removal which adds cost, inconvenience and can be painful. Absorbable suture and absorbable staples are comprised of bioabsorbable materials and are placed entirely underneath the skin, dissolving in the body within a matter of months. For example, Caesarean section patients typically remark that absorbable suture and absorbable staples are more comfortable and cosmetic than metal staples, and eliminate the need for post-operative removal. Placing absorbable sutures is more time-consuming, but absorbable stapling is as fast as metal skin stapling for surgery.

"As stated in the Universal Patients' Bill of Rights, patients must have full access to and fully participate in their healthcare decisions, including the choice of skin closure methods," said John L. Shannon, Jr., president and chief executive officer of Incisive Surgical. "We estimate that over 10,000,000 metal skin staplers are used in the United States each year. Many patients view traumatic metal skin staples that
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SOURCE [2]

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Links:
[1] http://www.ihatemetalskinstaples.com/
[2] http://www.bio-medicine.org/medicine-technology-1/Incisive-Surgical-Launches-

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