



Dr. Cynthia Baldwin views Endosee as “Enabling a paradigm shift to performing hysteroscopy in the office for earlier evaluation.”

Dr. Cynthia Baldwin, who is one of six physicians at Halifax OB/Gyn Associates in Daytona, Florida, has an extremely demanding schedule. On any given day, she sees between 25 and 35 patients. So when she watched a demonstration of Endosee at The Florida Women’s Care Conference back in April, she knew it would be a critical addition to the practice. In fact, she took one look at Endosee and thought, “I have to have this yesterday!” And as soon as her practice received Endosee, she knew she made the right decision for her practice, her patients, and everyone’s bottom line.

Adopting Endosee Into Dr. Baldwin’s Practice

From day one, Dr. Baldwin and her colleagues have experienced positive changes, the most significant one being “shifting the paradigm of how we evaluate our patients with abnormal bleeding.” Dr. Baldwin explains that “I have taken very few patients to the OR for hysteroscopy and D&C since adopting Endosee because I use Endosee earlier in the evaluation process. It has enabled me to evaluate most of the abnormal bleeding patients right in the office instead of the operating room in order to offer them the standard of care, which is hysteroscopy and endometrial sampling. Plus, many of these patients are older, so if you can keep them out of the operating room it’s ideal because the operating room has risks. Endosee allows me to keep the patients in the office, and it keeps me in the office. It keeps us moving forward.”

Dr. Baldwin points out that this also “Helps us streamline our practice since Endosee can be used at a moment’s notice, and we can move the device from room to room quickly and easily. It definitely makes my life as a physician more efficient.”

For patients, it’s not only more convenient, but according to Dr. Baldwin, it’s more comfortable since “the disposable cannula is much smaller than the hysteroscope we use in the OR. Plus, there are a lot of women in their 50’s who are healthy, who could go to the operating room for hysteroscopy and D&C but if I can tell them, ‘Look, your bleeding is coming from a little benign polyp and she’s out the door and back to work that day, I mean, that’s great, not just for the older post-menopausal bleeders, but for all my patients.’”



A Success Story

BY DR. BALDWIN

“The very first time I used Endosee on a patient, I was able to directly visualize endometrial cancer right in my office. The results of the endometrial biopsy confirmed my suspicions, and we were able to skip the OR hysteroscopy and D&C and get her in to see an oncologist right away. It’s one of those cases in which beginning treatment immediately is of utmost importance, and Endosee made it happen.”

The Future Versatility of Endosee

While Dr. Baldwin is taking full advantage of Endosee’s virtues in regard to patients with abnormal bleeding, she also sees it being used for a host of other uses as well. She says that, “In the future, I plan on finding other uses for Endosee, such as localizing IUDs where the strings are non-visible, or in cases of infertility, you can look for a bicornuate uterus or uterine septum or polyps before you move them to IVF. And since the Endosee device allows you to freeze and capture images, we’re actually planning on sharing the pictures with our patients who are interested in the near future, just like you would during a colonoscopy.”

Endosee is Cost-effective for Practices, Patients and Payers

When discussing the financial virtues of Endosee, Dr. Baldwin pointed out that it makes financial sense for everyone involved. She explains that, “First and foremost, it saves patients the cost of visiting an operating room. Plus, there’s no need to take a full day off from work since the procedure is quick and requires no anesthesia.” She goes on to say that “If you bill for the hysteroscopy, you’re getting a bigger reimbursement from the payer than just a plain endometrial biopsy. Plus, our management company has been able to renegotiate higher reimbursements with different insurance payers since they’re saving money on less OR visits. Another benefit is that Endosee employs disposable cannulas: even though we have to buy them, the cost is significantly less than having to sterilize equipment after every use.”