



## **UroToday.com and Verathon® Partner to Launch New Online Information Center to Help Health Care Professionals Reduce Catheter-Associated Urinary Tract Infections**

December 21, 2009 (San Francisco, CA) - UroToday.com, the leading global urological disease focused on-line resource, is pleased to announce the launch of The Catheter-Associated Urinary Tract Infection Prevention Center. UroToday.com, in collaboration with Verathon Inc. developed this resource center to support awareness of infection prevention protocols and provide resources for healthcare professionals in the prevention of catheter-associated urinary tract infections (CA-UTIs).

“This infection prevention resource center is the first of its kind and provides valuable resources for urologists and nurses” stated Diane Newman, Co-Director, Penn Center for Continence and Pelvic Health Director, Clinical Trials Division of Urology, University of Pennsylvania Medical Center. “Up to 25% of hospitalized patients have a urinary catheter placed during their stay. And the use of indwelling urinary catheters accounts for 80% of nosocomial UTIs.” [1] continued Newman.

New CDC guidelines for urinary catheters recently released in November 2009, replace the previous guidelines that date back to 1981. The latest guidelines posted on the CA-UTI Infection Prevention Center can be found at:

[http://www.urotoday.com/54/browse\\_categories/infections/guideline\\_for\\_prevention\\_of\\_catheter\\_associated\\_urinary\\_tract\\_infections\\_200912102009.html](http://www.urotoday.com/54/browse_categories/infections/guideline_for_prevention_of_catheter_associated_urinary_tract_infections_200912102009.html)

The issuance of the new CDC Guidelines in November follows the important regulatory change in the United States posted October 1, 2008 by the Centers for Medicare and Medicaid Services (CMS) that Medicare would no longer reimburse for treatment of preventable nosocomial catheter-associated urinary tract infections.

The new 2009 CDC guidelines that provide information for the reduction of catheterizations now include portable bladder volume ultrasound. BladderScan® 3D ultrasound bladder volume instruments, made by Verathon, provide quick, accurate and reliable bladder volume measurements. The measurements are noninvasive and the device is portable and easy to use.

“We’re very pleased to partner with UroToday.com and Diane Newman to develop this valuable CA-UTI online information center” stated Gerald McMorrow, CEO and Founder of Verathon Inc. “Sharing information about guidelines, protocols and innovative ultrasound devices can help improve patient care, lower infection rates and reduce unnecessary costs,” McMorrow continued.

The center provides resources for consideration of who and when to catheterize, and features a newly released whitepaper “Removing Indwelling Catheters in Acute Care: A Step-By-Step Clinical Pathway for Nurses” by Diane K. Newman. There is also a downloadable Protocol Diagram describing the options supporting timely and clean catheter removal.

“UroToday.com views the CAUTI Infection Prevention Center as an opportunity to provide the global urology treatment community with access to the resources on infection prevention

including the benefits of portable ultrasound through the collaboration with Verathon Inc.” stated Gina Carithers, CEO and Founder of UroToday Inc.

Please Visit the Catheter-associated Urinary Tract Infection Prevention Center today.

[http://www.urotoday.com/cauti\\_center/index.html](http://www.urotoday.com/cauti_center/index.html)

### **About UroToday.com**

UroToday.com attracts more than 60,000 readers monthly. The website covers over 22 urology disease categories and provides the most in depth Urological conference reports available online. UroToday.com is the world leader in delivering a quality, global online publication providing accurate and timely education that is clinically relevant in the practice of Urology. All scientific content is developed by urologists committed to translating research into clinically relevant science, including all genitourinary cancers, pediatric and geriatric urological dysfunctions for urologists, medical oncologists, advanced nurse practitioners and other medical professionals. For more information, please visit <http://www.urotoday.com>.

### **About Verathon Inc.**

Verathon<sup>®</sup> designs and manufactures reliable, state-of-the-art medical devices and services that offer a meaningful improvement in patient care to the health care community. The company’s noninvasive BladderScan<sup>®</sup> instrument is a standard of care for portable bladder volume measurement. The brand is found in over 60 countries in Urology and Primary Care practices, as well as Acute and Extended Care facilities. With the January 2006 acquisition of Saturn Biomedical Systems in Vancouver, Canada, Verathon<sup>®</sup> entered Anesthesiology, Critical Care<sup>®</sup> and Emergency markets with the GlideScope<sup>®</sup> Video Laryngoscope (GVL<sup>®</sup>) brand. Verathon<sup>®</sup> is headquartered in Bothell, Washington and operates as a subsidiary of Roper Industries. For more information, please visit [www.verathon.com](http://www.verathon.com).

### **About Roper Industries**

Roper Industries is a market-driven, diversified growth company and is a constituent of the Fortune 1000 and the Russell 1000 indices and, effective as of the close of trading on December 22, 2009, the S&P 500 Index. Roper provides engineered products and solutions for global niche markets, including water, energy, radio frequency and research/medical applications. Additional information about Roper Industries is available on the Company’s website at [www.roperind.com](http://www.roperind.com).

*Verathon Media Contacts: Rick Goetter, Brand Director – BladderScan<sup>®</sup>, Verathon Medical, 425.867.1348 (Ext. 5608). Alternate Contacts: Jane Mueller, VP of Marketing 425.867.1348, (Ext. 5600) and Nansea Carmichael, Executive Assistant – Marketing, 425.867.1348 (Ext. 5607).*

Copyright © 2009, UroToday.com and Verathon Inc.  
BladderScan, GlideScope, GVL, and Verathon are trademarks of Verathon Inc.

1. Saint S, Kowalski CP, Kaufman SR, Hofer TP, Kauffman CA, et. al. "Preventing Hospital-Acquired Urinary Tract Infection in the United States: A National Study." *Clinical Infectious Diseases* 2008; 46: 243-56 Krieger, et.al. "Urinary tract etiology of bloodstream infections in hospitalized patients." *J Infect Dis.* 1983; 148(1):57-62.