Company Profile

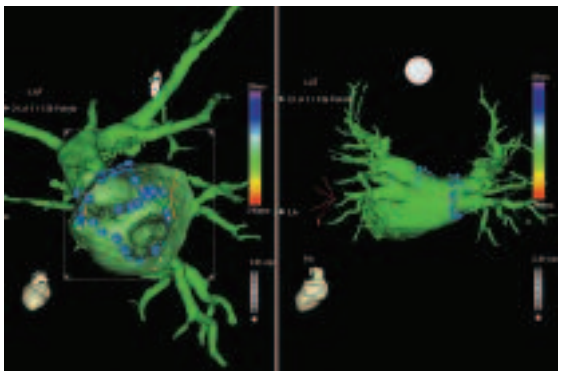
a report by
Biosense Webster

Will Webster created the first useful deflectable tip cardiac catheter over 30 years ago and opened up a new world of management for millions of people with heart rhythm disorders. The Webster name became synonymous with industry-leading design and craftsmanship in diagnostic and therapeutic cardiac catheters. In 1993, revolutionary technology from the company Biosense paved the way for important advances in three-dimensional (3-D) cardiac and mapping navigation systems. The combination of these two technology leaders (Biosense and Webster) within the Johnson & Johnson family of companies has significantly enhanced both the science and the clinical application of electrophysiology (EP). The company has led the way in developing the tools that improve the diagnosis and treatment of patients with a variety of arrhythmias.

Biosense Webster continues the tradition of advanced, meticulously crafted diagnostic and therapeutic catheters, and offers as many EP catheters and custom catheter designs, including both traditional and soft-tip models. Beginning with the breakthrough design of the LASSO® Circular Mapping Catheter and LASSO Variable Circular Mapping Catheter and continuing with the THERMOCOOL® Irrigated Tip Catheter and the newest addition, the PENTARAY™ High-Density Mapping Catheter, Biosense Webster has a demonstrated a track record of pioneering innovation to provide solutions to the challenges in patient management confronted by EP specialists every day.

The company has also become a world leader in software and hardware systems for cardiac mapping, navigation and image integration. The CARTO™ XP EP Navigation and Ablation System provides unprecedented views into the electrical activity of the heart through realtime data on 3-D, color-coded cardiac maps. These maps make it possible to track the catheter location, with precision and in realtime. The new CARTOMERGE™ Image Integration Software Module has taken the CARTO XP System to new heights – marrying the navigation map to computed tomography (CT) or magnetic resonance imaging (MRI) images of the patient – thus enabling more precise mapping and accurate localization of catheters. Biosense Webster is also integrating remote magnetic navigation technology with the CARTO XP System to enable remote operation. Biosense Webster works closely with the world's leading EP experts to create new products, to explore new avenues of treatment, and to transform the experts' ideas into a reality. The latest example of this strategic collaboration is the company's current focus on atrial fibrillation technology – the most promising next frontier in electrophysiology.

Figure 1: Views of the Left Atrium



Images created using the CARTOMERGE™ Image Integration Module

Biosense Webster provides an unusual depth of customer support as part of the relationship with the EP community. Services include professional education and training, clinical support and training for new users, on-going technical support for existing customers, plus educational, regulatory, and critical industry information.

Extensive experience, consistent focus, and a steady stream of technological breakthroughs sustain Biosense Webster's global leadership in facilitating the diagnosis and treatment of cardiac arrhythmias. The technological innovations help to simplify complex diagnostic and therapeutic procedures, thereby enabling more practitioners to manage more patients with more complex arrhythmias. ■

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