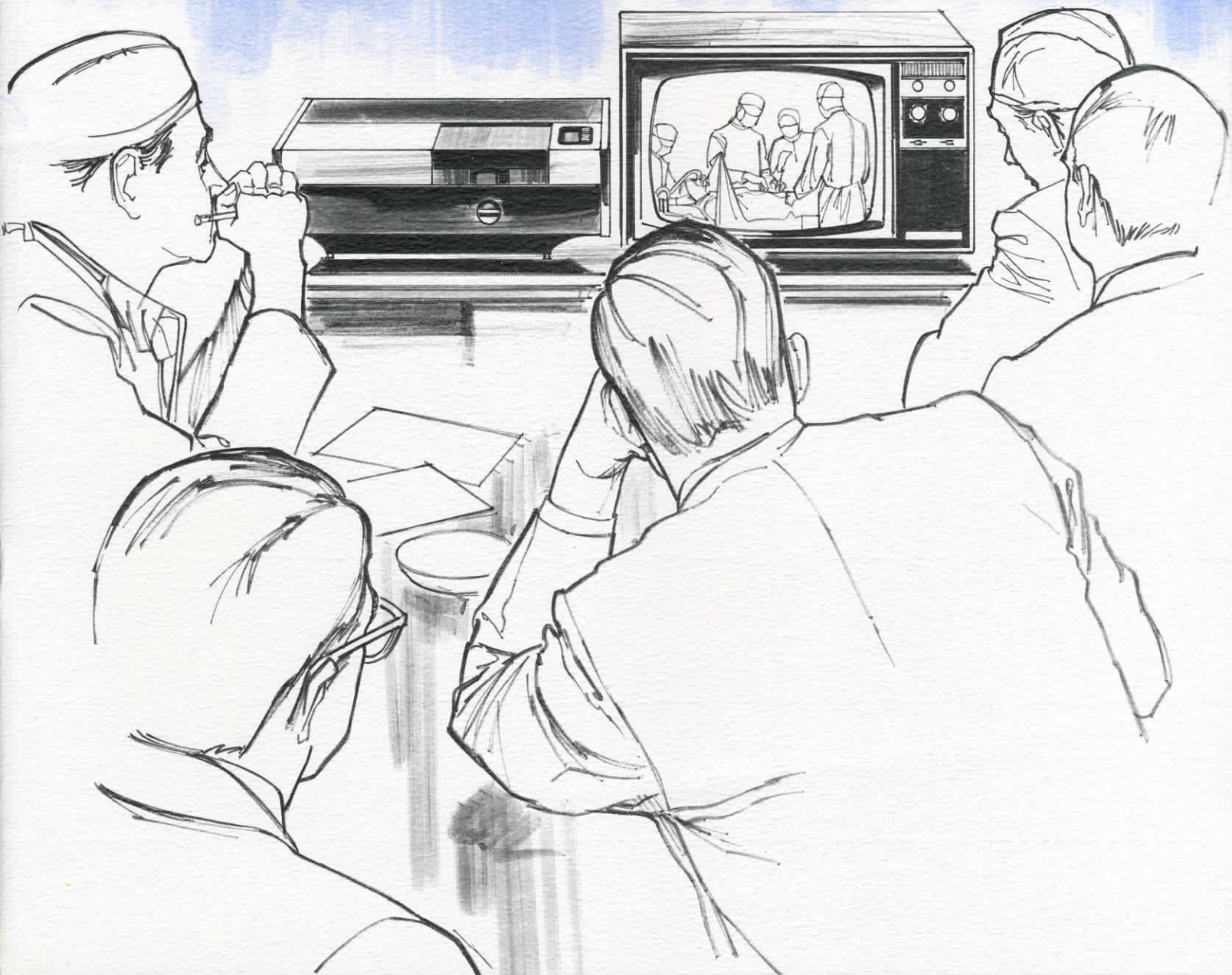


**Ayerst<sup>®</sup>**

**Medical  
Information  
Service**

**New audiovisual communications medium  
meets with enthusiastic acceptance**





**Ayerst**

**Medical  
Information  
Service**

More and more  
hospitals participating...  
quick to see how

# **EVR Electronic Video Recording**

...a system for playback of prerecorded programs  
on standard television receivers...

sets a new technologic pace  
in meeting the needs for  
medical information to the  
clinician...for modern teaching  
and training methods

Available with purchase of  
**FLUOTHANE<sup>®</sup>** (halothane)



# The EVR System

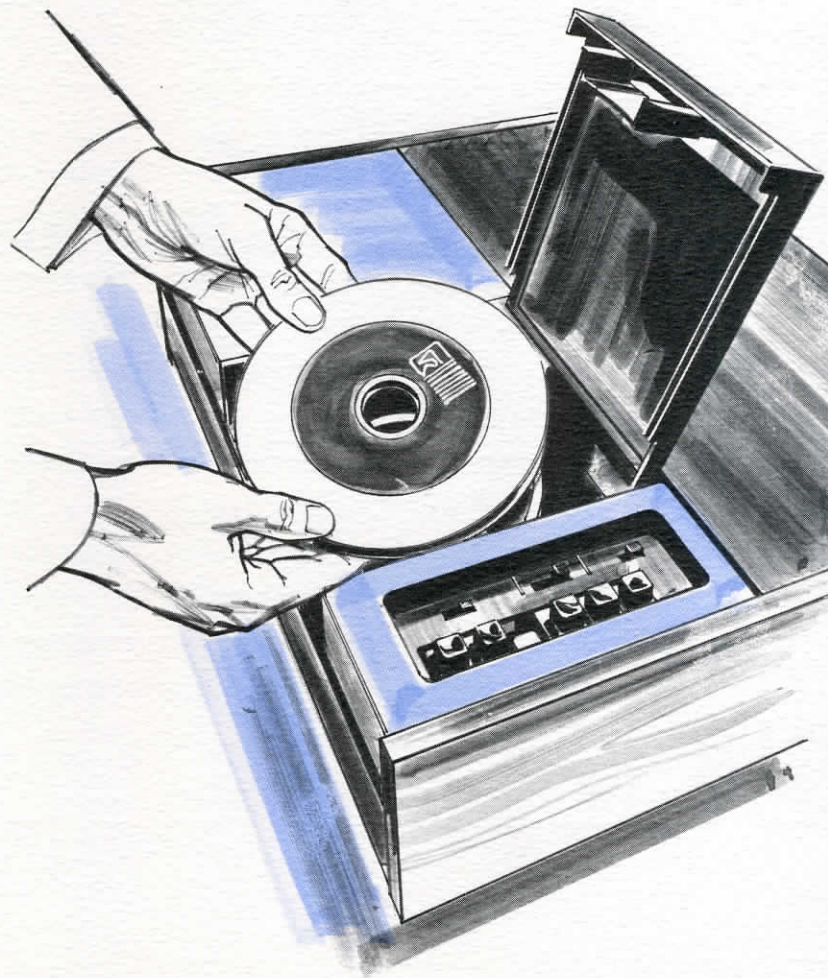
...an innovative, uncomplicated, versatile approach in audiovisual communications... full year guarantee (see Motorola brochure)

## Two basic components

- ♦ a compact, portable, simple to operate EVR Teleplayer (see Motorola brochure)
- ♦ a sealed, self-threading, trouble free EVR cassette (see CBS Electronic Video Recording brochure)

## Uniquely designed medium—not videotape

Original programs on special fine-grain, miniaturized film. The film is housed in a specially designed seven-inch-diameter sealed cassette which, when placed in an EVR Player, can be viewed on any standard color, or black and white, TV receiver.





# Taking the long view with **EVR Cassette Programs**

**Ayerst®**

**Medical  
Information  
Service**

## **Feature presentations...**

25 minute color programs that cover subject matter of medical interest. Every program will be prepared with the assistance of recognized authorities in the field. Available programs and those presently in production cover a considerable range, from inhalation anesthesia techniques to emergencies in anesthesia.

## **Current Ayerst EVR Cassette Programs**

Six complete cassette programs are available in Series I. Hospitals participating will receive a cassette bimonthly, beginning at the time of signing up for the FLUOTHANE® (halothane) – EVR programs, until all six cassettes have been received. A bonus cassette containing highlights of the 1970 American Society of Anesthesiology meeting, will be sent to early purchasers along with the initial cassette until the supply of bonus cassettes is exhausted.





# Series 1

**1. Cardiac Arrhythmias During Anesthesia** — Alon P. Winnie, M.D., Associate Director, Division of Anesthesiology, Hektoen Institute for Medical Research, Cook County Hospital, Chicago.

A presentation of the etiology and treatment of arrhythmias in anesthesia with the emphasis on those caused by autonomic imbalance — manageable with beta-adrenergic blockade. Animated schematics vividly show how a beta-adrenergic blocking agent competes with catecholamines for beta-receptor sites in the myocardium.

**2. Resuscitation in the Operating Room** — Donald Benson, M.D., Chief of Anesthesiology, Johns Hopkins Hospital, Baltimore.

A dramatic portrayal of the problems of cardiopulmonary arrest during operative procedures. Newest approaches to lifesaving technics are demonstrated. Discussion centers upon the advantages of a comprehensive resuscitative program carried out by an efficiently trained operating room team.

**3. Anesthesiology in Tonsillectomy and Adenoidectomy** — C.R. Stephen, M.D., Director of Anesthesia, Children's Medical Center, Dallas.

A thoroughly professional representation of preoperative and postoperative procedures in T & A's. Anesthetic technics include the management of the difficult as well as the cooperative child. This program also demonstrates anesthesia procedures with a minimum of physical and emotional trauma to the child.

**4. Ventilation in Anesthesia** — Henrik H. Bendixen, M.D., Medical Director and Chief of Anesthesiology, University Hospital, San Diego.

Essential procedures in maintaining respiratory function in the pre-anesthetized, anesthetized, and postanesthetized patient. Reviewed are procedures of choice in patients with special problems, recognition and management of respiratory arrest, and ventilation in emergency surgical procedures.

**5. Monitoring in Anesthesia** — George B. Lewis, Jr., M.D., Chief of Anesthesiology, in association with H. Digby Leigh, M.D., Anesthesiology Department, Children's Hospital, Los Angeles.

Interpretation of monitoring employed by the anesthesiologist in a continuous evaluation of the vital functions of the anesthetized patient. Included are use of CVP, ECG, and other equipment, as well as the anesthesiologist's monitoring by sensual, visual, and tactile signs.

**6. To be announced.**





# Conversion of Ayerst Films to EVR

The plan to convert a selective number of 16 mm. color, sound films from the Ayerst Medical Film Library to EVR cassettes has already been put into effect. Those immediately obtainable for loan from Association Films branches listed in the Ayerst Medical Films catalog are:

**1. Peridural Anesthesia in Obstetrics** — running time: 14 minutes. This is a presentation of the clinical use of epidural anesthesia in obstetrics by Fred W. Hehre, M.D., Associate Professor of Anesthesiology, Yale University School of Medicine, New Haven, Connecticut.

**2. Spinal Anesthesia in Cesarean Section** — running time: 20 minutes. A presentation on the use of spinal anesthesia in cesarean section, the importance of monitoring blood pressure, and the proper use of vasopressor drugs. By Sol M. Shnider, M.D., Associate Professor, University of California, San Francisco, California.

**3. Fetal Blood Sampling** — running time: 15 minutes. A presentation of the technic for fetal scalp sampling and monitoring acid base status of the fetus during labor. By Mieczyslaw Finster, M.D., Assistant Professor of Anesthesiology, Columbia University College of Physicians and Surgeons, New York, and E. Bowe, M.D., Associate Professor of Ob/Gyn, Columbia University College of Physicians and Surgeons, New York, New York.

**4. General Anesthesia in Obstetrics** — running time: 13 minutes. A demonstration of the use of general anesthesia in obstetrics, emphasizing the thiobarbiturate, nitrous oxide, muscle relaxant sequence. The value of routine endotracheal intubation to prevent aspiration, and the place of an anesthetic agent as a uterine relaxant for manipulative and different operative deliveries are discussed by A. H. Giescke, Jr., M.D., Associate Professor of Anesthesiology, University of Texas, Southwestern Medical School, Dallas, Texas.

## Continuing Ayerst EVR Cassette Programs

There is a virtually endless list of topics for development into EVR Cassette Programs for a continuing series. The subject areas of specific interest to anesthesiologists include pharmacology, technics, and management of difficult situations, as well as other topics. In view of this interest, the selection of subjects for Series II will include Inhalation Technics in Anesthesiology, Vaporizers in Anesthesia, Physiology and Pharmacology of Anesthetic Agents, Physiologic Functions in Anesthesia, Pediatric Anesthesia, and Shock and Hyperpyrexia During Anesthesia.





**The new audiovisual  
communications medium**

# **EVR Electronic Video Recording**

**for those who want to set  
the pace in medical teaching  
and training endeavors**

## **EVR—For lively lecturing**

The versatility of EVR makes it possible for the lecturer to make the most of every cassette program. With the EVR player, the picture may be stopped on any frame for review and discussion. The film can be advanced or reversed by scroll control for selective instant review, or for added emphasis. The recorded sound may be cut off and voiceover comments by the lecturer interjected by the use of a microphone.\* These and other distinctive features, of value in instructional programs, are additional advantages over presently available video-taped systems.

\*Available from Motorola Systems Inc.



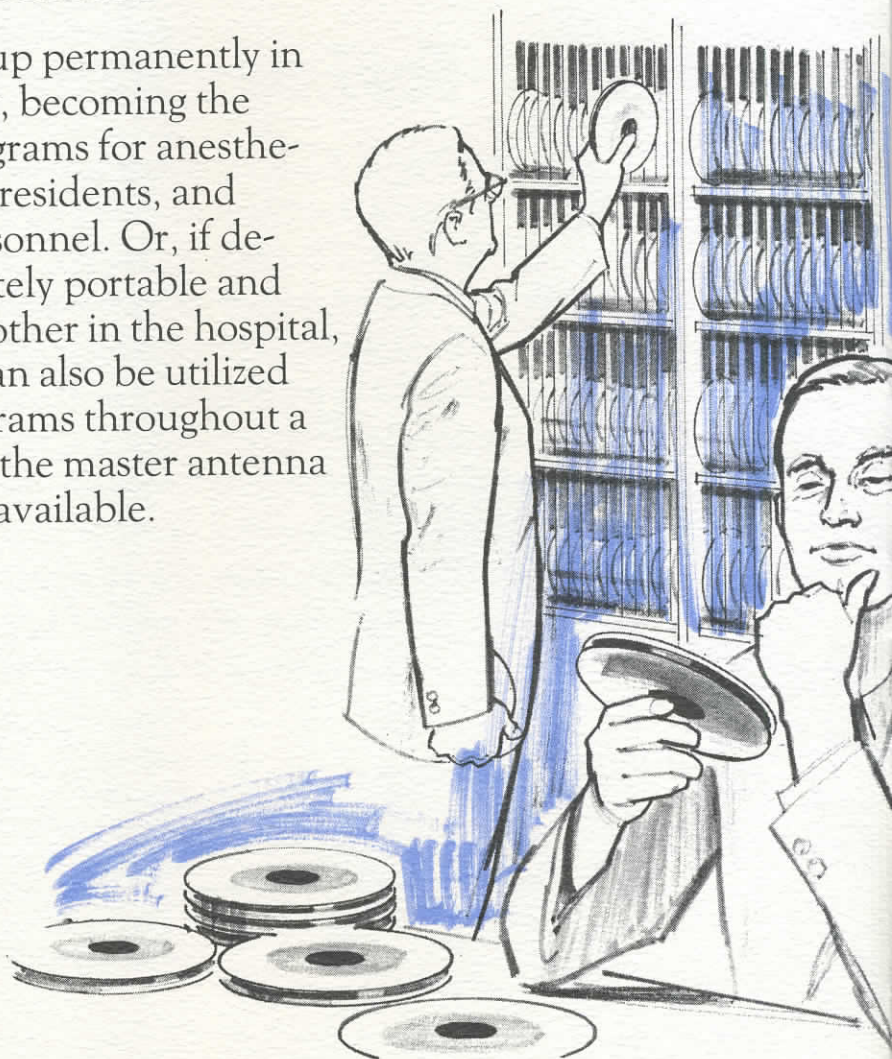


## **EVR—turns “waiting time” into learning time**

Anesthesiologists, surgeons, and others can capitalize on “waiting time” between cases by reviewing EVR programs. The EVR Teleplayer has a built-in digital counter. If viewing is interrupted, note can be made of the footage already viewed, and the cassette program may then be resumed at a later time from where the viewer left off.

## **EVR—teaching center**

The EVR player can be set up permanently in the Anesthesia Department, becoming the focal point for teaching programs for anesthesiologists, surgeons, nurses, residents, and interns, as well as other personnel. Or, if desired, it can be kept completely portable and moved from one area to another in the hospital, as the need dictates. EVR can also be utilized for telecasting cassette programs throughout a hospital by connecting into the master antenna system, if such facilities are available.





## **EVR-enhancing public relations**

To capitalize on the hospital's acquisition, Ayerst is offering hospitals a complete public relations kit containing the following materials:

1. A press release for local and state newspapers, and radio and TV stations, to announce the hospital acquisition of the EVR Teleplayer and Ayerst EVR Cassette Programs. Educational and training benefits accrued to the hospital are outlined. This would include announcement of a public demonstration at the hospital, showing selected portions of one or more of the EVR Cassette Medical Information Programs.
2. An in-hospital announcement mailing, advising the staff of the acquisition of the EVR Teleplayer and the Ayerst Cassette Programs. This notice will also inform hospital personnel of scheduled EVR demonstrations.
3. An EVR Cassette Program notice for the bulletin board, listing available and future programs. Notices would be kept current, adding new programs as they become available.
4. A letter describing ways in which to fully utilize the components of this kit to obtain maximum goodwill from the lay and medical communities... as well as help create a favorable image for the hospital as a center for current medical information and training.





## **Medical Meetings, Seminars, and Symposia**

Important medical gatherings are being considered for EVR programs. Newsworthy medical information will be highlighted and coverage given to selected presentations at the meeting.

An example is the annual meeting of the American Society of Anesthesiology, held October, 1970. The cassette on this event includes a message from the President of the Society, and highlights various exhibits. This is the bonus cassette which is shipped with the first cassette in Series I (as long as the supply lasts).

## **Participants take active part**

Since the main purpose of the EVR Cassette Programs is to augment medical education in a practical manner, it has been gratifying to receive suggestions for future cassette programs from a number of participants signed up to obtain the first series of cassettes. At the present time, we are purposefully keeping the selection of material entirely flexible to give us an opportunity to learn from specific requests sent us what type of programs would be of overall interest to anesthesiologists.



# **FLUOTHANE® EVR Purchase Plan**

Brand of  
**halothane**

## **Plan 1**

216 x 250 cc. FLUOTHANE  
@ \$43.50 per bottle

**or**

## **Plan 2**

432 x 125 cc. FLUOTHANE  
@ \$22.50 per bottle

**...and get**—with either Plan 1 or Plan 2—the following:

- ♦ an EVR Player—retail value \$795
- ♦ a Motorola demonstration cassette explaining the simple operation of the EVR Teleplayer and its teaching capabilities
- ♦ 6 Ayerst EVR Cassette Programs...one cassette program shipped at bimonthly intervals
- ♦ **BONUS CASSETTE**—Highlights of the October, 1970 American Society of Anesthesiology Meeting will be sent with the first cassette (as long as the supply lasts).

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Purchasers are eligible for three equal shipments and payments of FLUOTHANE—(72 x 250 cc. or 144 x 125 cc.)—within a 12 month period, beginning with date of the initial FLUOTHANE shipment.

### **Purchase plans for series II**

Six cassette programs will be available in Series II. Announcement of titles will be made as soon as these cassette programs are ready for shipment. These cassettes will be available on a special FLUOTHANE Purchase Agreement.

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# FLUOTHANE<sup>®</sup>

## (halothane)

### How to order

Give your FLUOTHANE-EVR order to your Ayerst Representative.

### Shipping information

FLUOTHANE will be shipped by Ayerst. The EVR Teleplayer and Demonstration Cassette will be shipped by Motorola. EVR Cassettes in Series I will be shipped by Ayerst.

### Exchanges

No returns or exchanges on cassettes will be allowed. Replacement of damaged-in-transit, or inoperable cassettes will be made if returned to Ayerst within 30 days.

### Cancellations

The EVR Teleplayer and Cassettes are not returnable. Should the Purchase Agreement on FLUOTHANE be cancelled at any time prior to fulfillment of the agreement, the cost of the cassettes and EVR Teleplayer — as stated by your Ayerst Representative — will be prorated and charged to the hospital at the list price.



AYERST LABORATORIES  
New York, N. Y. 10017