

BEEKLEY MEDICAL®
when your diagnosis must be right®



The Oral Contrast Challenge:
How taste affects compliance, opacification and diagnosis

When patients are unable to complete the drinking protocol, the bowel may not be fully opacified.

This may result in a suboptimal exam and the **inability to make a definitive diagnosis**. In this situation the report from radiology to the referring physician may include a statement recommending further follow up if the clinical presentation does not match the negative scan. This may lead to a **second scan** and unnecessary radiation.



x2

Radiology Report

Name: Jane Doe	Age: 45
Part Examined: Bowel	ID No.: 54321
Referred By: Dr. John Smith	Date: 11/30/2013

CT-SCAN BOWEL:
Bowel was not fully opacified.
Unable to diagnose at this time.
Recommend second scan.

It is no secret that oral iodinated contrast tastes bad

Patients complain and can't tolerate it. Many patients find it hard to complete the drinking protocol which delays the time to scan.

Crystal Light®, water, and other consumer beverages are cheap and available in the cafeteria but cannot completely mask the bitter taste of **oral iodinated contrast**.

Despite going to great lengths to mask the taste with Crystal Light and other beverages, **patients still cannot tolerate the taste.**



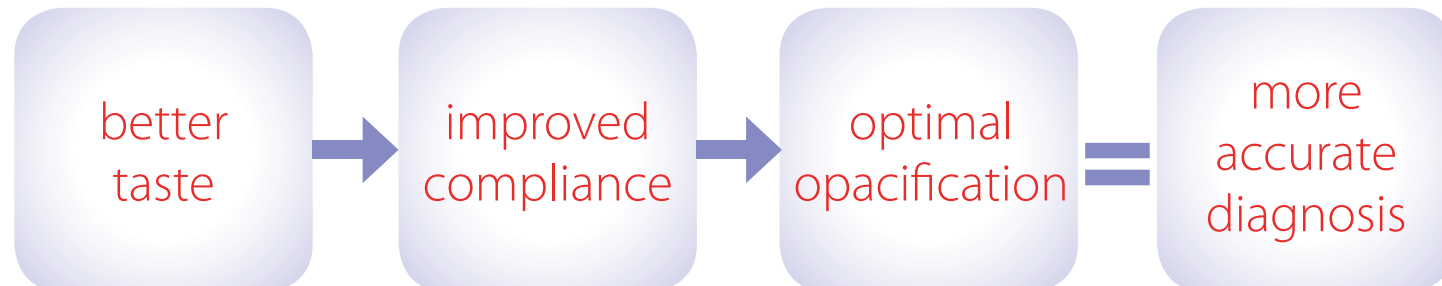
Constant trips to the waiting room to coach your patients to drink disrupts your schedule. Just one challenging patient can ruin the workflow of the entire day. In addition, mixing contrast with powdered drinks in an attempt to make it taste better can be messy and time consuming.

Looking at the frequency of **patient complaints** in radiology and the ED, drinking of contrast ranks very high. This is problematic because today everyone is concerned about their **HCAHPS scores and their impact on reimbursement.**



Simply by changing

what your oral iodinated contrast is mixed with can solve many of these issues. A better tasting beverage is proven to improve patient acceptance and improve drinking compliance. Improved drinking compliance leads to better bowel opacification. Better opacification means a higher likelihood of an optimal scan.



Breeza® is the only flavored beverage

made with a bitterness blocker specifically designed to mask the taste of oral iodinated contrast. Attractively packaged, the Breeza bottle is appealing and looks refreshing. **Patients expect it to taste good and it does.**

Patients, especially those that get frequent scans, love Breeza because it makes oral iodinated contrast palatable. Because it tastes good you will have improved compliance, smoother workflow, and **better bowel opacification.**



3 Easy Steps



1



2



3

See for yourself. Order Breeza today and start seeing better patient compliance and more fully opacified bowels.

Breeza, a Tropical fruit-flavored, sugar-free, and gluten-free product, is easy to use. Just add oral iodinated contrast to the 16oz under-filled Breeza bottle.

Patient identification label helps prompt JCAHO required information.



REF 220

QTY 24 bottles/case

Breeza® does not contain oral iodinated contrast



Call 1-800-233-5539 • Fax 1-800-735-1234
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Manufactured by 
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when your diagnosis must be right®

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WARNINGS AND PRECAUTIONS:

Allergens: may contain traces of fruit

Do not drink if allergic to any of the ingredients

Use only under the supervision and direction of a physician

Discard any unused portion after opening

Refer to Package Insert for instructions for use and other safety-related information or visit www.beekley.com/IFU



REV: BRZ_BR_TEST_0714