

# ZONARE ZST Image Quality + Excellent ROI = Vein Imaging Success

When Robert Merchant, MD, a leading vascular expert, was looking for a new ultrasound system in 2005, he needed a unit that would, most importantly, offer superb image quality and still provide a solid return on his investment. As founder of the Reno Vein Clinic, Dr. Merchant also needed a system which was easy to use with a quick start up time for his extremely busy practice where he has conducted more than 10,000 vein procedures since it was opened in 1999.

## The Reno Vein Clinic

For more than ten years, the Reno Vein Clinic has been staffed by Dr. Merchant and more recently joined by John W. Daake, MD. Both are Board Certified in Phlebology and vascular surgeons who are dedicated solely to the treatment and correction of vein disorders.

The facility was the first west of the Mississippi to perform Radiofrequency Closure, the modern alternative to vein stripping. The cumulative experience of the clinic's clinicians in this procedure is among the largest in the nation. The treatment techniques are minimally invasive and are refined so that they can be performed on a walk-in, walk-out basis under IV sedation. Patients are treated at an AAAHC and State Licensed Surgery Center, the only surgery center licensed in Nevada specifically for IV sedation.

## Search for the "Sonographic Stethoscope"

Dr. Merchant solidly believes that a good vein doctor is one that utilizes ultrasound extensively in diagnostics and visualizing treatment procedures. Hence, he needed a state-of-the-art ultrasound platform.

"During my due diligence in finding a system with these attributes, I discovered this new ZONE technology from ZONARE Medical Systems," Dr. Merchant said. "I was intrigued with this next generation ultrasound technology which they call ZST. The imaging from this very ergonomic system was excellent and I liked the fact it was software driven while being easy to use with a very fast start up time."

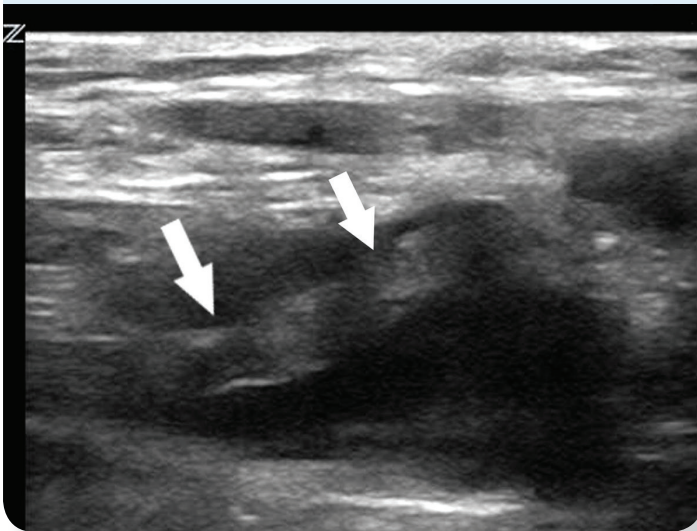


ZONE Sonography Technology, or ZST, is an innovative approach to echo data acquisition and image formation. Using a small number of large "zones," ZST acquires ultrasound data up to ten times faster than conventional systems and implements the full reality of data acquisition and management in software rather than hardware.

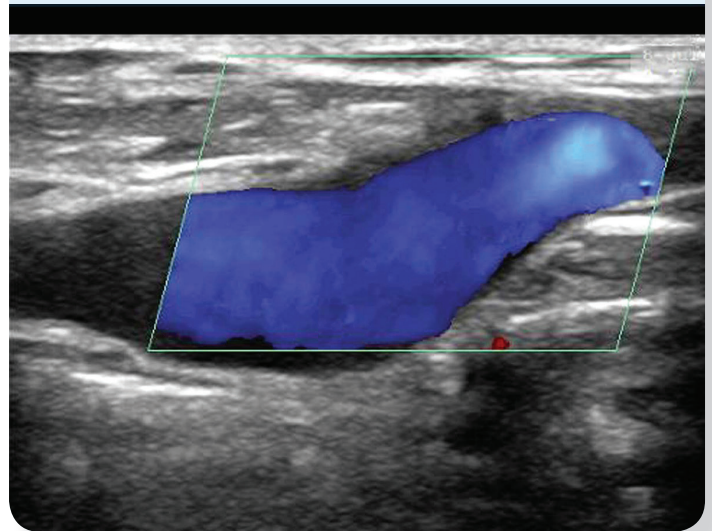
After purchasing his first z.one system in 2005, Dr. Merchant eventually traded up to the z.one ultra platform in 2007 which he has used ever since. ZONARE's Living Technology delivers ultrasound imaging excellence based on a dynamic and open architecture that allows continual platform evolution to meet the changing needs of clinicians. Reflecting a robust upgrade path, his current systems are upgraded to the most recent software release. This – along with a number of other attributes – Dr. Merchant believes, supports a solid return on investment for the clinic.



pre-lovenox:  
Sagittal scan demonstrating free-floating thrombus (arrows) in the common femoral vein.



post-lovenox:  
Resolution of the thrombus with a now widely patent common femoral vein.



In addition to superb image quality and upgradeability, Dr. Merchant cites several key abilities which the z.one ultra offers. A deciding factor to purchase the z.one ultra was the depth of the focus which he couldn't find in other systems.

"I am amazed by the penetration the system has," says Dr. Merchant. "This is especially helpful when I have difficult to image bariatric patients presenting with such findings as deep vein thrombosis and other hard to visualize regions of interest. It also is important in helping to guide us in intra-operative Radiofrequency ablation procedures."

Another important capability of the system noted by Dr. Merchant is the ability to retrospectively analyze image data which can be further interrogated using a wide variety of the system's features such as color Doppler or gaining higher definition as needed. This is enabled by ZST which maintains all of the image data for post processing needs, while all other systems discard a portion of the data.

One final feature which Dr. Merchant heavily relies on is the quick "boot up" time of the system. "It only takes a few seconds to hit the 'on' button and be ready to scan. This, in addition to the rapid image quality optimization,

ease-of-use and other attributes, make it an invaluable tool in providing excellence in patient care. It is so user-friendly that I use it like a stethoscope," Dr. Merchant exclaimed.

## Conclusion

As Dr. Merchant points out, providing excellent patient vein care requires ultrasound technology that produces outstanding image quality. He looked to ZONE Sonography Technology (ZST) to accomplish this imaging level, while also wanting upgradeability, ease-of-use, quick start-up time, excellent penetration and post-processing image analysis capabilities. The z.one ultra has provided this and more.

"I have evaluated the strengths of the z.one ultra for several years now. I believe it has been a wonderful investment which has met my rigorous requirements. Frankly, I couldn't live without it," Dr. Merchant concluded.



Dr. Robert Merchant is a vascular surgeon with over 25 years experience. He is the founder and Director of the RENO VEIN CLINIC in Reno, Nevada. He completed a Fellowship in Vascular Surgery at the University of Arizona and is a Clinical Assistant Professor of Surgery at the University of Reno. He is a Fellow of the American College of Surgeons.



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