



04/17/2023

Contact: **Ryan Mielke**

Director of Public Affairs

(915) 521-7656 rmielke@umcelpaso.org

(915) 493-5235

FOR IMMEDIATE RELEASE

UMC Implements Region's First Of Its Kind AI Colonoscopy Screening Technology

EL PASO, Texas –University Medical Center of El Paso's (UMC) Digestive Health Center has implemented the use of the region's first artificial intelligence (AI) endoscopy module called the GI Genius™.

This computer-aided polyp detection system is powered by AI to find colorectal polyps during a colonoscopy screening. Having this technology available to our patients is a huge step in identifying suspicious lesions, which could be an indicator of colorectal cancer.

Approximately 4.1 percent of men and women in the U.S. will be diagnosed with colorectal cancer at some point during their lifetime, based on data from the National Cancer Institute. Colorectal cancer is treatable and beatable, with early diagnosis.

The GI Genius™ will serve as a "second observer" during colonoscopies, improving the adenoma detection rate (ADR), which is the number of times a physician detects a precancerous polyp during a colonoscopy screening, and identifying missed lesions.

"The addition of the GI Genius™ to our hospital will address the challenges physicians may sometimes face when it comes to detecting colorectal cancer. We are pleased to continue providing our community with innovative technology to better diagnose and treat patients," said Jacob Cintron, President and CEO of UMC and the El Paso County Hospital District (EPCHD).

The GI Genius™ module is the first and only AI system for detection of colon polyps in the United States and UMC is proud to offer it to our patients here in El Paso.

Link to video here: <https://www.dropbox.com/t/25EdPMebCzk82ROW>

(Physician name and titles in order of appearance: Sherif Elhanafi, M.D., Interventional Endoscopy Gastroenterology, Texas Tech Physicians of El Paso, UMC Digestive Health Center, and Marc Zuckerman, M.D., Professor of Medicine, Chief of the Division of Gastroenterology, Texas Tech Physicians of El Paso, UMC Digestive Health Center.)

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About UMC: For 108 years, University Medical Center of El Paso (UMC) has been providing exceptional, high quality care for the entire El Paso region. UMC is home to the region's only Level I Trauma Center, the only Comprehensive Level I Stroke Center, and the only Level IV Maternal Critical Care Center. UMC's mission is to Heal, to Serve and to Educate. For more UMC News, go to: <http://www.umcelpaso.org> (News Releases at bottom of main page.)