

Micro C Imaging Brings Hand-Held Fluoroscopy Innovation to Medical Industry Leaders

Micro C™ exhibits its hand-held X-ray solution at the American Society of Surgery for the Hand (ASSH) and the Orthopaedic Trauma Association (OTA)

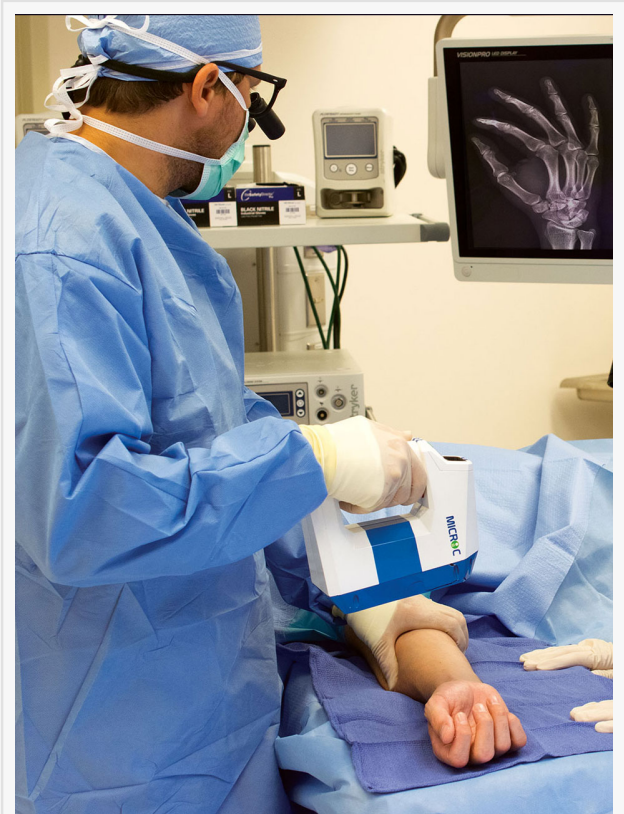
ATLANTA, GEORGIA, UNITED STATES, August 31, 2017 /EINPresswire.com/ -- This fall the [Micro C™](#) team brings its revolutionary hand-held fluoroscopy to a global medical industry that applauds innovation. The Micro C enables surgeons treating disorders of the extremities to conduct surgeries with greater accuracy, clarity, safety, and speed. The solution incorporates a lightweight, ergonomically designed hand-held emitter with an X-ray and still, video and infrared camera together with an image receptor and software enabling HIPPA-compliant image and data capture and electronic medical records (EMR) system integration. Its clinical version brings breakthrough mobile X-ray capability into physicians' offices, urgent care facilities, emergency rooms, rural medicine, and sports and military field settings.

For its initial road trip, the Micro C team heads to the 72nd Annual Meeting of the American Society for Surgery of the Hand (ASSH), exhibiting at Booth #214 at the Moscone Center in San Francisco September 7-9. Gregory Kolovich MD MPH, the company's Co-Founder and Chief Medical Officer, presents the Micro C to his peers at the New Product Showcase on the Pavilion stage at 11:30 AM on Thursday September 7th.

For his Micro C presentation at the American Society for Surgery of the Hand, Dr. Gregory Kolovich observes, "This opportunity to get feedback from my fellow surgeons, for whom I invented the Micro C, will be a key milestone in our march toward successful commercial launch in 2018." He and Evan Ruff, Co-Founder and CEO, have filed seven patents defining the technologies unique to the Micro C.

Next traveling to the 32nd Annual Meeting of the Orthopaedic Trauma Association to exhibit at Booth #513 at the Vancouver Convention Centre in Vancouver, BC, Canada October 12-14, the Micro C team looks forward to introducing the Micro C to the OTA's world-wide membership of orthopaedic trauma surgeons and medical professionals, who look to the organization as the authoritative source for the optimum treatment and prevention of musculoskeletal injury.

As part of its initiative to connect with medical Industry leaders, Micro C recently joined the Medical Device Manufacturers Association (MDMA), the national trade association based in Washington, DC,



The Micro C hand-held fluoroscopy solution revolutionizes surgeries of the extremities

which provides educational and advocacy assistance to innovative and entrepreneurial medical technology companies like Micro C. Evan Ruff, CEO, is a member of its Cybersecurity Working Group, examining the challenges facing the security of medical devices and their IT systems. Ruff describes his keen interest in sharing his expertise as “helping identify the best practices and initiatives to mitigate cybersecurity risks associated with connected medical devices, while benefiting from improved outcomes and reduction of the overall cost of care.”



The lightweight Micro C emitter is agile, safe and fast

About Micro C™

Micro C™ is a groundbreaking medical imaging solution designed for surgeons and physicians treating disorders of the extremities that combines a compact, hand-held X-ray and digital still, video and infrared camera, image receptor, software, service and consumables. It is designed to deliver greater accuracy, clarity, safety, speed, and integration, replacing 60-year-old X-ray and fluoroscopy equipment that is bulky, expensive and less safe. The Co-Founders and inventors are Greg Kolovich MD/MPH, orthopedic surgeon and Chief Medical Officer and Evan Ruff, Chief Executive Officer.



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*Gregory Kolovich MD/MPH -
Co-Founder & Chief Medical
Officer*

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