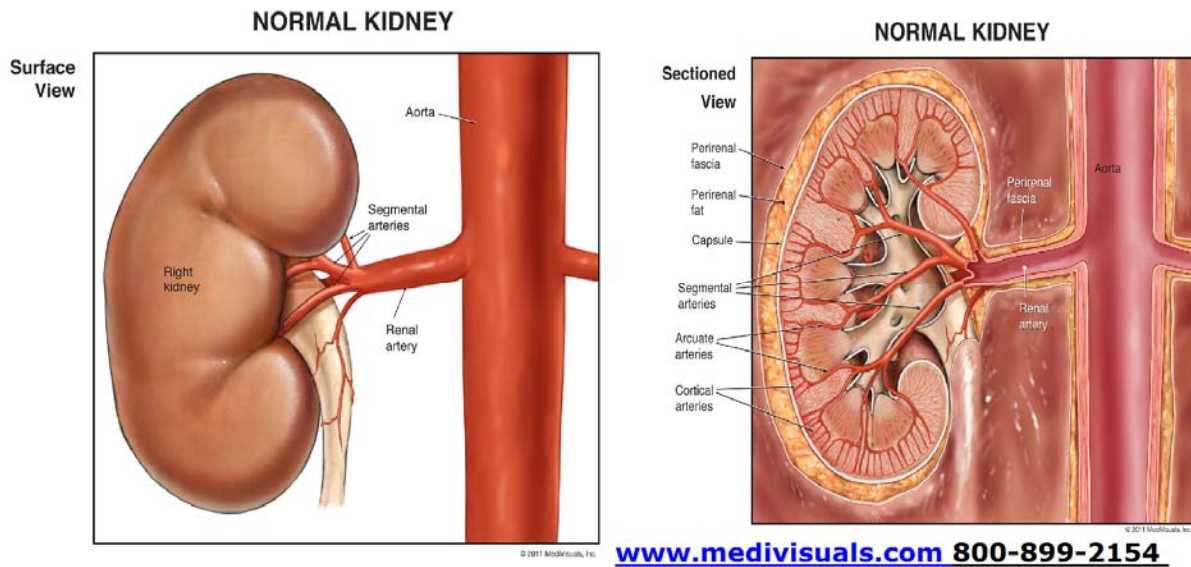
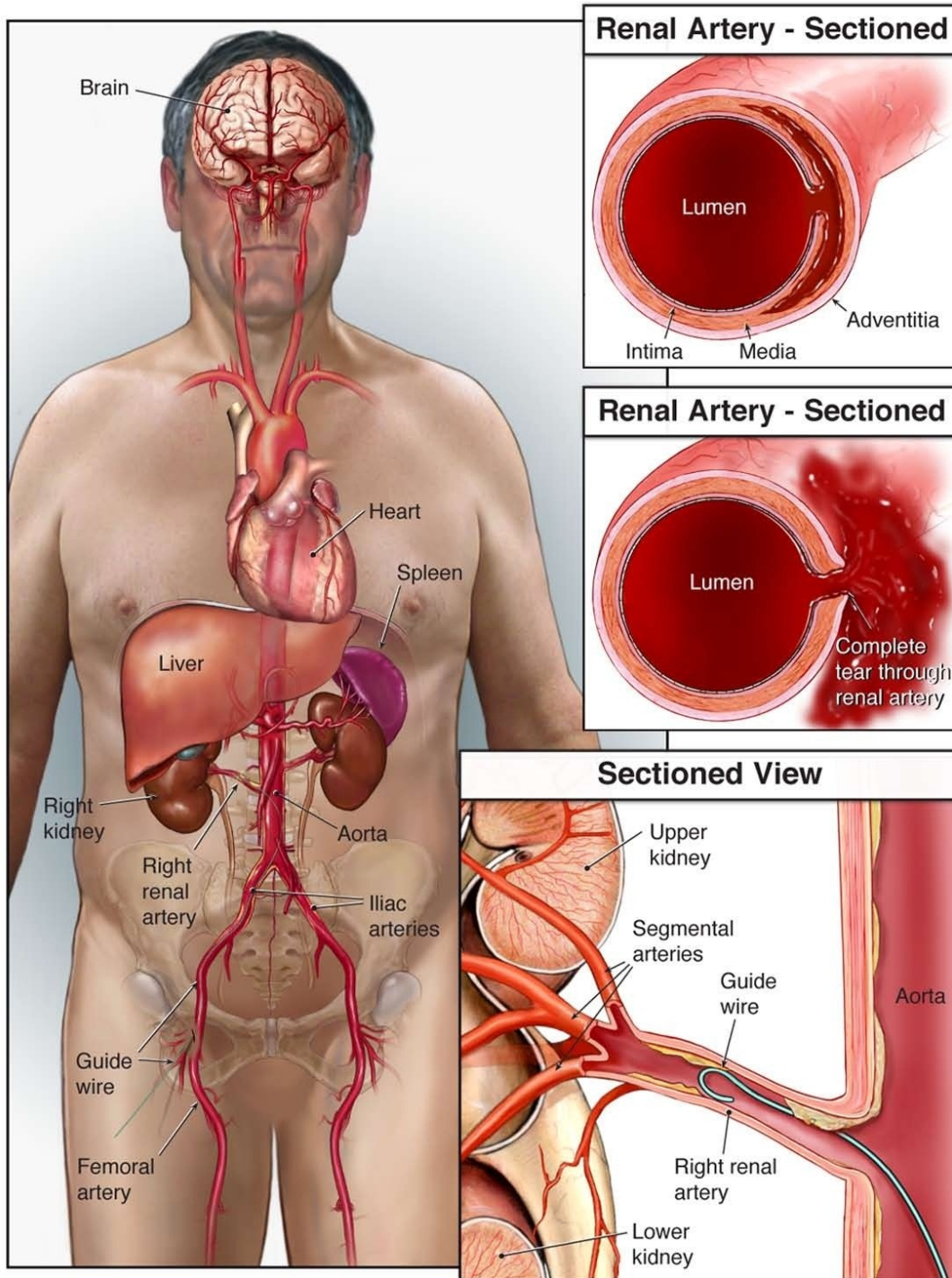


During trial in this alleged case of medical malpractice, we first educated the jury on normal aortic and kidney anatomy with the following exhibits prepared by MediVisuals, Inc. pursuant to our specifications:



We then illustrated anatomy specific to the patient/plaintiff based on radiographic studies taken before, during, and after the procedure at issue. This exhibit, again prepared by MediVisuals, Inc. pursuant to our expert physician specifications, not only illustrates placement and advancement of the guidewire, but also demonstrates the upward,  $60^{\circ}$  angle of the patient's actual renal artery at the intersection of the aorta, which differs from that of the  $90^{\circ}$  angle seen in the previous Normal Kidney illustration. The unusual upward angle of the patient's renal artery allowed the guidewire easy and atypical access into the renal artery towards the kidney as it was advanced up the aorta.

## Plaintiff's Actual Anatomy

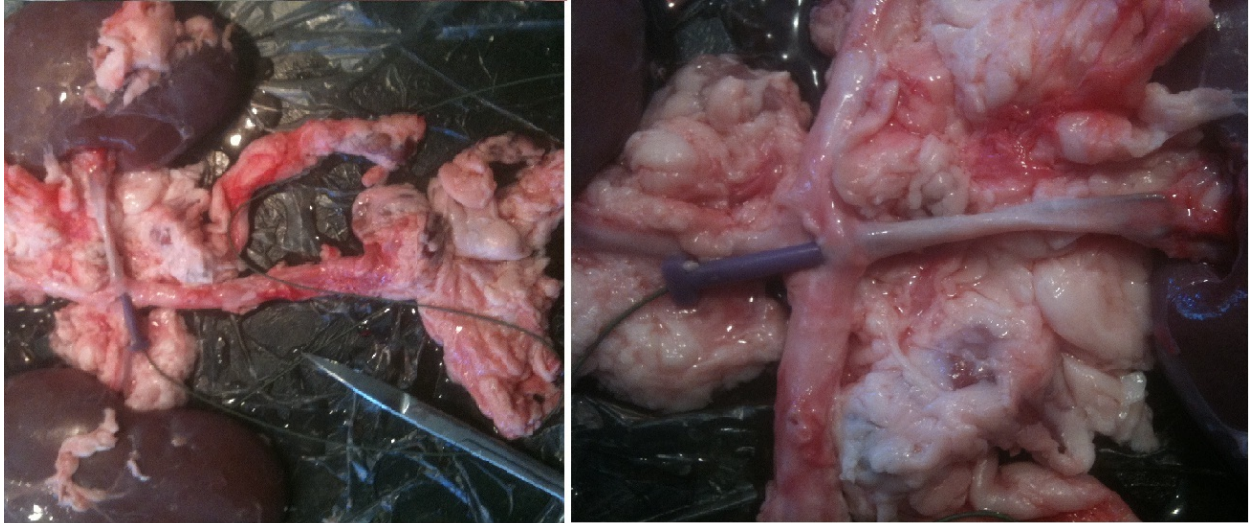


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Separately, our physician expert testified that pig kidneys and their accompanying arterial system, relevant to our case, are consistent in size, structure, density and anatomical layout with

that of a human. Our expert then demonstrated in front of the jury, on organs brought in from a slaughtered pig, how the advancement of a guidewire, up the iliac artery and aorta could easily and accidentally enter the renal artery in the absence of negligence. Our expert physician also proved that the flexibility of the guidewire, even upon exaggerated advancement into the renal artery towards the kidney, would not and could not puncture the kidney, as patient/plaintiff's theory alleged. See photos from trial demonstration below. Instead, our expert testified that the guidewire, upon advancement, likely knocked away some arterial plaque which, in turn, broke loose a portion of the one cell thick inner wall of the renal artery as illustrated in the previous exhibit, resulting in a severe bleed exacerbated by the patient's significant hypertension.



By thinking outside the box, retaining the best physician experts, employing advanced electronic technology and working with the top medical illustrators, our ABOTA-certified trial attorneys not only educated the jury in a manner comprehensible to a layperson, but destroyed plaintiff's theory of negligence and causation in a most interesting manner.