



PERFUSION.COM
SERVICE · SUPPLIES · SUPPORT

an Epic Staffing Group company

Online Advertising Media Kit

Perfusion.com is the #1 destination for perfusionists. Book our 2023 advertising packages before they are gone!

With more than 25,000 visits to our website each month, our community is the largest gathering of perfusionists anywhere. The Perfusion.com community has become synonymous for all things perfusion related to include jobs, education, networking and resources.

Our Story



The **Perfusion.com** community has become synonymous for all things perfusion related to include jobs, education, networking and resources. Get your company's services or products in front of the most engaged and current audience in the cardiovascular community with our exciting opportunities to advertise.



Sessions:
Average of 27,000/month



Users:
Average of 20,000
Site Users/month



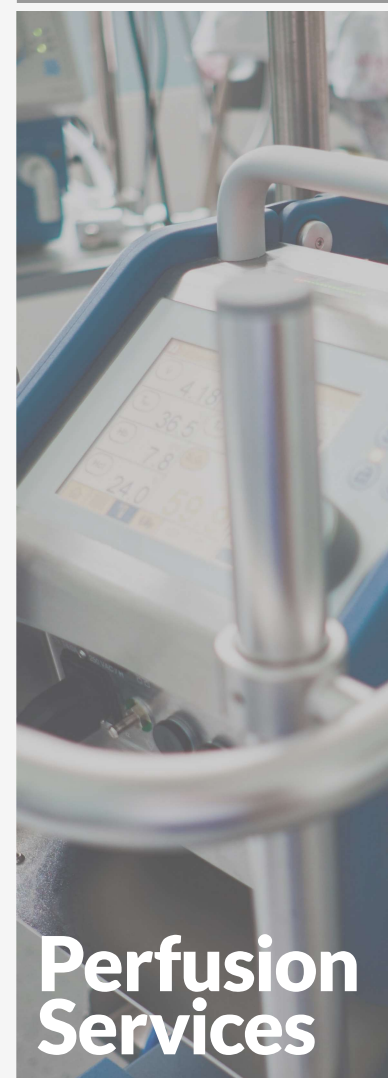
More than 10,000 Members ranging from perfusionists, to staffing companies, to medical device companies, and every cardiovascular-minded organization or individual in between

Audience **Insight**



Partner Profiles

Get your company's services or products in front of the most engaged and current audience in the cardiovascular community with our exciting opportunities to advertise. We partner with Medical Device Companies, Perfusion Services, and Pharmaceutical organizations.





Advertising Opportunities

Native Inline Ad

Weekly Placement

Text Ad Specifications

- Headline (max 160 characters)
- Body text (max 250 characters)
- Link to content of your choice

Video Ad Specifications

- Up to 60 seconds

Price: **\$200**

NATIVE INLINE AD

ADVERTISEMENT

You've Got the Talent. We've Got the Work.

Come make an impact working amongst a talented team of perfusionists to shape the future of the industry. Let us help you find your fit.

CAREERS

ADVERTISEMENT

You've Got the Talent. We've Got the Work.

Come make an impact working amongst a talented team of perfusionists to shape the future of the industry. Let us help you find your fit.

CAREERS

Sources

New Technologies and Safety

- Recent Advancements in Pediatric Cardiopulmonary Bypass Technology for Better Outcomes of Pediatric Cardiac Surgery.
- Managing A Team in the Operating Room: The Science of Teamwork and Non-Technical Skills for Surgeons.
- Improving Safety in the Operating Room: Medication Icon Labels Increase Visibility and Discrimination.
- Breathable Electronic Skins for Daily Physiological Signal Monitoring.

Cardiopulmonary Bypass

- Testing for Coronavirus Disease 2019 before Cardiac Surgery-Safe Outcome of Infected Patients.
- Effects of Neuroepinephrine Infusion during Cardiopulmonary Bypass on Perioperative Changes in Lactic Acid Level (Norcal).
- Interaction of Hemoglobin, Transfusion, and Acute Kidney Injury in Patients Undergoing Cardiopulmonary Bypass: A Group-Based Trajectory Analysis.

ECLS

- Nitric Oxide on Extracorporeal Life Support Circuit Modifications for a Safe Therapy
- The Relationship between Antithrombin Administration and Inflammation during Venovenous ECMO.

Posted in Tiny Perfusion Letter
 — Perfusion.com Cardiovascular News Roundup: November 10, 2022

Leaderboard Ad

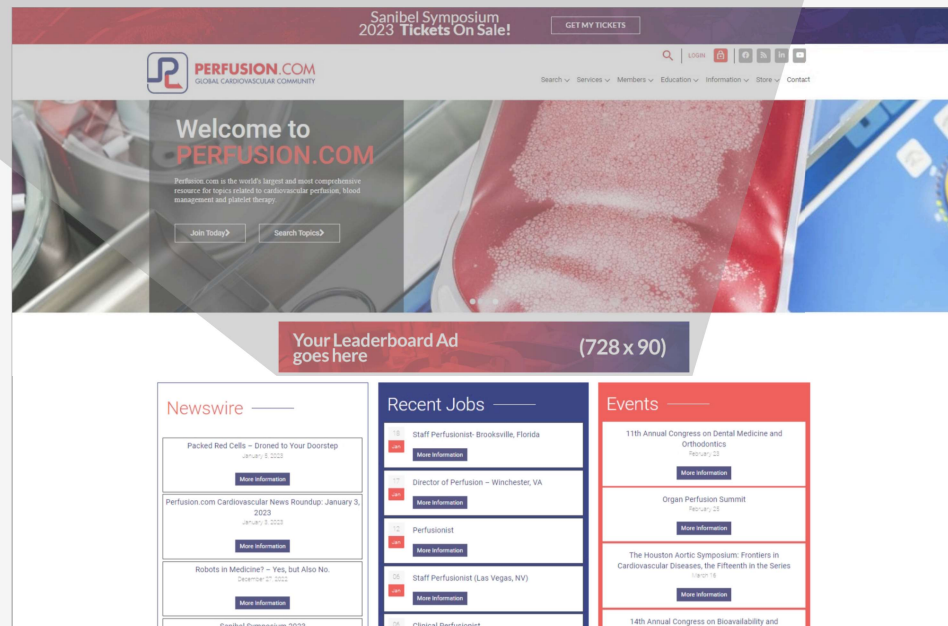
Monthly Placement

One Leaderboard Ad will appear on the homepage and is available on a first-time, first-served basis.

Specifications

- 728x90 pixels

Price: **\$1,500**



Sponsored Article

Weekly Placement

Specifications

- Headline (max 160 characters)
- Body text (max 250 characters)
- Link to content of your choice

Price: **\$1,000**

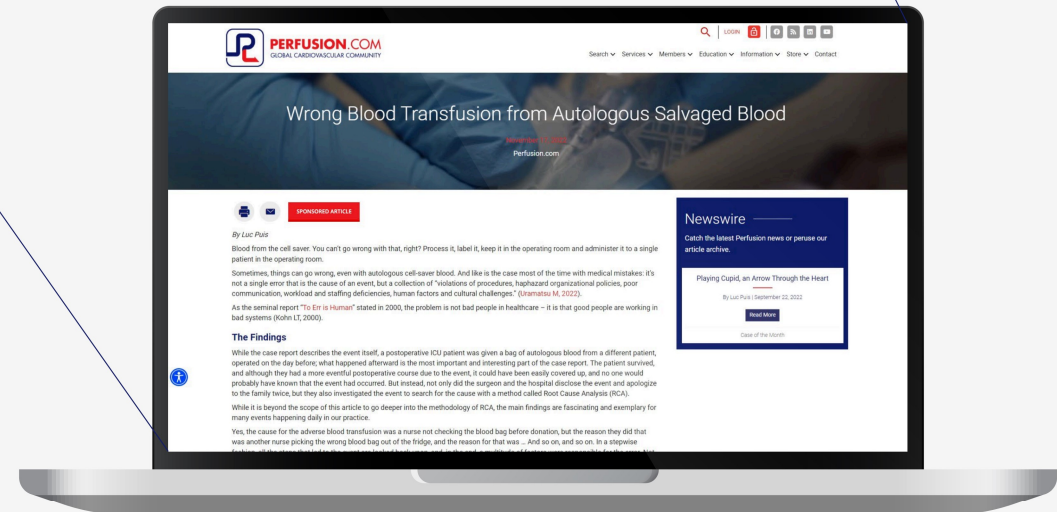
NEWSLETTER LISTING

Wrong Blood Transfusion from Autologous Salvaged Blood

sponsored by perfusion.com

Blood from the cell saver. You can't go wrong with that, right? Process it, label it, keep it in the operating room and administer it to a single patient in the operating room. Sometimes, things can go wrong, even with autologous cell-saver blood. And like is the case most of the time with medical mistakes: it's not a single error that is the cause of an event, but a collection of "violations of procedures..."

[Read More](#)



Display Advertising

Monthly placement

Skyscraper - 160x600

- Run-of-site, except article pages
- 1/5 share of voice

— Price: **\$500**

Tower - 160x240

- Run of site, except homepage
- 1/5 share of voice

— Price: **\$750**

DISPLAY ADVERTISING

The screenshot shows a website page for 'PERFUSION.COM GLOBAL CARDIOVASCULAR COMMUNITY'. The article title is 'Extracorporeal Circulation in Theory and Practice' by Luc Puijs, dated November 15, 2022. The article content includes a detailed description of the book, its authors (Rudolf J. Tschaut, Molly Dreher, Ashley Walczak & Tami Rosenthal), and a 'What is in it?' section. Two red dashed boxes highlight advertising placement opportunities: one on the right side of the article content and another at the bottom right of the page.

PERFUSION.COM
GLOBAL CARDIOVASCULAR COMMUNITY

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Extracorporeal Circulation in Theory and Practice

November 15, 2022
Perfusion.com

By Luc Puijs

EXTRACORPOREAL CIRCULATION

In Theory and Practice

Rudolf J. Tschaut, Molly Dreher, Ashley Walczak & Tami Rosenthal

2021, 731 pages, Hardcover, Large size

ISBN 978-3-95853-545-9

It takes work to write a book.

It helps to have 62 experts from multiple countries and various disciplines contributing to it, but it is still not a light task.

It also helps that the topic of your book is only one thing, but when your case is so multi-faceted and interdisciplinary that you could write a whole bunch of books on the different features, it becomes rigid again.

It's also not easy to review a book... (especially when you know many of the authors) 😊

When I first heard about this book, I was very excited because it was around the same time that the European Board for Cardiovascular Perfusion (EBCP) decided that they would use this book as the single source of literature for their certification examination (EBCP 2021). That must be THE definitive book on cardiopulmonary bypass (CPB) and extracorporeal circulation (ECC) The EBCP offers it for a reduced price for their members and anyone participating in the EBCP Certification Exam. While shipping it outside of Europe might become costly, the book is available to buy as a PDF on the [Pabst Publishing website](#).

What is in it?

The book is divided into 60 chapters, spread over 18 sections. (See the [Table of Contents](#)). There is an enormous amount of information available, although it is almost impossible to complete. The list of authors is an impressive collection of names with many publications and lots of experience. The texts are clear, and the chapters are mostly concise and to the point, without too much dwelling on details. The editors have not made it easy on themselves by choosing to print the pictures and illustrations in a blue hue, which only sometimes adds to clarity. Some illustrations are just simple drawings (the pumps), and I'm sure there are better illustrations or pictures available. On the other hand, the diagrams on filtration and cannula design are comprehensive and give an excellent overview. A pity that there is no description of the different cannulas illustrated.

What I really like about the book is that it is easy to read, the chapters are not too long, and mostly complete. Of course, there is always room for improvement, and sometimes I had to raise an eyebrow...

What is NOT in it?

While it is almost impossible to cover every aspect of extracorporeal circulation and put it in a book you don't want to carry around in a wheelbarrow, some elements of ECC should have been there, in my humble opinion.

There needs to be a section on training and education. That is understandable, and some tough choices must be made when picking topics. But a book on cardiopulmonary bypass that does not cover goal-directed perfusion, a concept that has been a steady discussion topic during meetings and conferences over the past 10 to 15 years, is almost unacceptable. The whole chapter on the effects of CPB on the kidney does not contain any reference to articles related to goal-directed perfusion, which is the only actual perfusionist intervention recommended to mitigate the impact of CPB on kidney function.

The chapter on Practical Management of Extracorporeal Circulation consists of only six pages, which might be enough because it contains all management elements, and many aspects of managing ECC are covered in the other chapters. But, in contrast, there are 15 pages dedicated to Pacemakers and Implantable Defibrillators. Not that we do not need to know how these work, but it seems overkill. Also, a chapter of seven pages, with an additional 163 (!) references on Stem Cell Therapy, could have been replaced by more meaningful topics that are not covered in the book.

Lastly, I am expressing my concern about the last chapter in the book, Controlled Automated Reperfusion of the Whole Body. While I do not wish to discuss the presented technique, outcomes, or the products used, I find it concerning that this product is highlighted in a separate chapter and that the chapter is written by people who play a role in the management of the company represented. At least a full disclosure of a Conflict of Interest is warranted. It would be as if the chapter on Autotransfusion would present only one of the cell savers on the market.

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For questions please contact:

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marketing@epicstaffinggroup.com

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Thank You!