

MedCom GmbH

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BiopSee® wins the contract to supply 6 prostate fusion biopsy systems in the UK as part of the innovative RAPID national tender at three major hospitals across South West London

The new **RAPID** (Rapid Assessment Prostate Imaging and Diagnosis) program accelerates the pathway which could lead to a 'one-stop shop' for men with prostate cancer by providing a multi-parametric MRI together with ultrasound imaging and biopsy on the same day. This will reduce unnecessary biopsies and provide accurate targeting whilst reducing the number of samples needed.

BiopSee® delivers exactly what RAPID needs: it fuses the mp-MRI images with ultrasound images of superior quality delivered by Hitachi ARIETTA scanner in real-time, allowing highly accurate placement of the biopsy needles in the prostate, to target the tumour with exceptional precision. 3D ultrasound image acquisition, rigid/elastic fusion capabilities together with comprehensive documentation, reporting software and interfaces to practically all therapy alternatives (cryotherapy, brachytherapy, HIFU, RF, photodynamic or any other treatment method) deliver an exceptional platform supporting the RAPID objectives in an optimal way. Charing Cross Hospital, St Georges University Hospital at Queen Mary's together with Epsom & St Helier Hospital in collaboration with the Royal Marsden, are piloting the **RAPID** program in which the MRI scan will be done in the morning, reported, and if positive, the patient will then undergo an Transperineal Ultrasound fusion biopsy, all within the same day.

The Transperineal (TP) approach, in which samples are taken through the perineum rather than the rectum, is important in this context as it confers a comparatively low risk of sepsis and can obviate the need for broad spectrum antibiotics and the possible development of antibiotic resistance. In addition, the transperineal path enables approaching also the ventral prostate areas, typically omitted in the usual transrectal TRUS methodology.

Hashim Ahmed, Professor & Chair of Urology, Imperial College London, said "after trialling various systems on the market we felt that the Hitachi ARIETTA / MedCom BiopSee combination offered us the best in high resolution imaging together with precise, accurate needle placement and an easy streamlined fusion software interface. This will help deliver a faster diagnosis and treatment for prostate cancer and reduce waiting times. The safer transperineal biopsy route will also reduce infection and life-threatening sepsis rates."

BiopSee® together with Hitachi Medical Systems, have been awarded the contract for the six ultrasound-guided fusion biopsy systems that together offer revolutionary technology for combining mp-MRI data with real-time ultrasound. MedCom and Hitachi started in 2015 a cooperation in Europe to offer the "best of both worlds" to Urologists and patients alike: the superior quality of Hitachi ultrasound together with BiopSee's® intuitive workflow open up new possibilities for patient management.

MedCom GmbH pioneered world-wide the fusion imaging technology for liver (2002) and prostate (2007) and continuously developing its technology by rapidly reacting to users requests. "Apart and more important than the business, we see this new contract as an award

and a unique chance to tightly cooperate with world-known experts with specific requests and rigorous demands going beyond the state-of-the-art. They know best what exactly they need, therefore we are looking forward to tackle all possible challenges and fulfil any of their requests” stated Dr. Ilias Skalkidis, BiopSee® product manager.

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About MedCom

MedCom was founded in 1997 and is specialized in the field of medical imaging. MedCom offers innovative and advanced imaging-based products with emphasis on interventional/surgical navigation and cancer treatment solutions (instrument navigation, brachytherapy, patient positioning & verification, virtual simulation). MedCom developed the first commercially released “fusion imaging” with integrated intervention planning product for liver (2002) and prostate (2007). As an OEM/B2B company, MedCom is providing products for various global corporations offering integrated clinical solutions, as well as to high-end clinics in the research sector. For more information about MedCom GmbH, please visit www.medcom-online.de

About Hitachi Medical Systems Europe

Hitachi Medical Corporation is a globally acting enterprise, belonging to the Japanese Hitachi Ltd., a leading international electronics group with more than 320,000 employees worldwide. Hitachi Medical Corporation in Europe is represented by Hitachi Medical Systems Europe Holding AG, Zug, Switzerland. The company is a first choice supplier of open and powerful high-field MRI systems, multi-slice CT systems as well as medical ultrasound, endoscopic and topography systems (NIRS). Ultrasound expertise encompasses clinical applications such as radiology, internal medicine, obstetrics/gynaecology, cardiology, gastroenterology, urology and surgery. Hitachi Medical Systems Europe offers a complete range of solutions to address a wide range of medical challenges. For more information about Hitachi Medical Systems Europe Holding AG, please visit www.hitachi-medical-systems.eu.