

 **Breast Fellows**
University @ ASBrS

INDUSTRY SUPPORTER PRODUCT GUIDE

Breast Fellows Course **Thursday, April 11, 2024**

AstraZeneca

AstraZeneca is a global, science-led biopharmaceutical company that focuses on the discovery, development, and commercialization of prescription medicines in Oncology, Rare Diseases, and BioPharmaceuticals, including Cardiovascular, Renal & Metabolism, and Respiratory & Immunology.

For more information, please visit www.astrazeneca-us.com and follow us on Twitter @AstraZenecaUS.

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Endomag

At Endomag, we believe everyone deserves a better standard of cancer care – that’s why we design our cancer localization technologies with both the clinician and patient in mind. Many leading hospitals across the US use our unique solutions to help breast cancer patients avoid surgery when it isn’t needed, and experience better outcomes when it is.

Our Magseed® marker is a tiny, non-radioactive seed, ideal for accurately marking tumors and lymph nodes, while the Magtrace® lymphatic tracer is the world’s first, long-lasting, non-radioactive dual tracer for lymphatic mapping. Paired with the Sentimag® localization platform, they have now been widely proven across over 100 clinical studies, featuring more than 23,000 patients.

The Sentimag® platform, distributed by Mammotome in North America, has already helped 475,000+ women worldwide to access more precise and less invasive breast cancer treatment. Are you ready to join the magnetic revolution?

To find out more, visit www.endomag.com

- **Primary educational points about your product(s)**
 - Our Sentimag® platform works alongside the Magseed® marker and Magtrace® lymphatic tracer to support tumor and lymph node localization.
 - These are alternative technologies to older solutions such as the guidewire and radioactive lymphatic tracers.
 - They have been proven across clinical studies, with over 12,000 patients featured in Magseed studies and over 11,000 in Magtrace studies.
 - Some of the most prominent papers featuring our technologies include [SentiMAGIC \(2019\)](#), [Simons et al \(2021\)](#), [iBRA-NET \(2022\)](#), [SentiNOT \(2023\)](#) and [Pantiora et al \(2023\)](#). The latter is the first randomized control trial for any wireless see marker.
 - The platform is unique in that can be used for many techniques, including lesion localization, sentinel lymph node biopsy, targeted axillary dissection, delayed sentinel lymph node biopsy, LYMPHA and the brand new MagTotal™ technique.
- **Product/Informational Video Links:**
 - [Animated explainer of the Delayed SLNB technique](#)
 - [Magnetic TAD surgery from UCSF](#)
- **Company Information:** To find out more about our technologies, please contact us via email (info@endomag.com) or phone ([+1 \(512\) 872-2400](tel:+15128722400))

Hologic, Inc.

Hologic, Inc. is a global medical technology innovator focused on improving the health and well-being of women, their families and communities through early detection and treatment. Its advancements include invention of the world's first commercial 3D mammography system to find breast cancer earlier; leadership in testing for cervical cancer, sexually transmitted infections and respiratory illnesses; and minimally invasive surgical technologies for uterine fibroids and abnormal uterine bleeding.

The company also champions women through the [Hologic Global Women's Health Index](#), which provides a science-backed data framework for improving women's well-being.

- **Hologic Products for breast surgery:**
 - **LOCalizer™ Wire-free Guidance System** is designed to mark and guide to non-palpable breast lesions using a miniature radiofrequency identification (RFID) Tag. Each Tag has a unique identification number that is displayed on the reader and can be placed in the breast any time prior to or on the day of surgery. The Surgical Probe is a pencil-sized, single-use sterile probe that will guide the surgeon towards the Tag during the operation. The 8mm diameter of the probe allows for small incisions. The portable handheld Reader displays the distance to the Tag in millimeters and the Tag's ID number on a bright screen, making it easy to read during the

procedure. The LOCalizer system can read the tag at up to a 60mm distance and is designed to function without interference from the other equipment in the OR.

- **Tuflex™ thread markers** facilitate intraoperative localization, distinguished by a flexible multi-wire design. Designed to decouple wire localization from surgery for up to 3 days, it provides greater flexibility and helps to eliminate same-day localization and surgery scheduling challenges. The markers can also be used for stereotactic, mammography, and ultrasound procedures. The marker is designed to anchor firmly in the tissue, made of 19 wires twisted together.
- **Tuloc™ monofilament marking wires** with double-hook anchor for non-palpable, suspicious breast abnormalities help facilitate pre-surgical wire localization. They are available for stereotactic, mammography and ultrasound modalities. The double hook expands upon deployment and anchors firmly in the tissue.
- Hologic's range of **Tumark® Biopsy Site Markers** come in multiple shapes, gauges and lengths, empowering physicians to individualize each patient's care. Our comprehensive selection of markers include options for use with stereotactic, ultrasound, and MRI guided biopsies. All markers come with an ergonomic and easy to use deployment device.
- **TruNode® single-use gamma probe** system enhances breast surgery as a high performance, sterile, single-use, wireless gamma probe. It is designed for the most common radio-guided surgical procedures, including sentinel lymph node biopsy.

The TruNode system is designed to detect faint nodes even when close to the injection site and enables precise hotspot localization throughout the axilla. Additionally, the sterile, single-use nature of the probe reduces the risk of cross-contamination and surgical site infections by eliminating the need to re-process a reusable probe.

- **Trident® HD** is the only specimen radiography system to take advantage of amorphous selenium direct capture imaging to generate crisp, clear, high resolution biopsy images that inspire confidence. Automatic Exposure Control (AEC) is optimized for breast excisions and core biopsies. Trident HD offers instant verification which results in reduced procedure time and improved workflow. This intuitive user interface and software-driven controls eliminate steps, simplify staff communication, and encourage collaboration.
- The **BioZorb® 3D Bioabsorbable Marker** is a 3D implantable marker that consists of a spiral, bioabsorbable framework embedded with 6 permanent, titanium clips designed to precisely mark your surgical excision site. The BioZorb provides 3-dimensional targeting for radiation therapy and comes in a range of sizes from 2-5cm, including Lower Profile (LP).

BioZorb acts as a communications device between the surgeon and the radiation oncologist. Accurate targeting of radiation therapy is crucial to fully treating the tumor and minimizing radiation to healthy tissue and secondary organs, particularly when using advanced radiation methods. Targeting challenges with breast conserving surgery do exist, including the use of traditional clips that mark the extent of the resection (versus the region of the tumor bed) and overestimation of the surgical region of tissue removal due to seroma formation.

BioZorb was designed to provide precise, 3-dimensional marking of the tumor excision site. In a prospective registry of 337 patients followed for at least 3 years, 96% of radiation oncologists reported “improved accuracy” in set up and boost targeting and that BioZorb was “easily seen” on CT in 92% of cases (*Kaufman CS, et al. Registry Study of 337 Bio Absorbable 3D Implants Marking Lumpectomy Cavity Benefit Cosmesis While Targeting Radiation. Poster presented at the Society of Surgical Oncology Annual Cancer Conference, March 15-17, 2017*).

- **Product/Informational Video Links:**
 - [LOCalizer® Wire-free Guidance System \[youtube.com\]](#)
 - [Breast Surgery Wires](#)
 - [Tumark Biopsy Site Markers](#)
 - [TruNode® Single-use Gamma Probe System \[youtube.com\]](#)
 - [Trident® HD Specimen Radiography System \[youtube.com\]](#)
 - [BioZorb® 3D Bioabsorbable Marker](#)
 - [Hologic Global Women’s Health Index](#)
- **Company Contact Information:**
 - BSHmedicalaffairs@hologic.com
 - www.hologic.com/breast-health

Mammotome

Brought to you by Mammotome, the experts in breast biopsy, the HydroMARK™ Plus Breast Biopsy Site Marker is the latest novel technology in axillary and breast lesion marking. Developed with surgeons in mind, the tissue marker offers confidence throughout your patient’s journey with a new dragonfly shape with “wings”.

HydroMARK™ Plus markers offer the same great benefits of the original HydroMARK™ markers with added features designed to alleviate displacement, enhance visibility, and ease of locating.

- **Primary Educational Points:**
 - “Wings” are designed to anchor to the tissue to mitigate displacement during surgical excision
 - Hydrates providing up to 12 months ultrasound visibility, even after neoadjuvant chemotherapy
 - Allows for intraoperative localization of target tissue as well as ultrasound of the specimen, potentially eliminating the need for specimen radiograph
- **Product/Informational Video Links:**
 - <https://youtu.be/vpULU43IDYw?feature=shared>
- **Company Contact Information:**
 - Nikki Irwin, nikki.irwin@mammotome.com, 1-513-806-3053

PreludeDx

PreludeDx is the leading personalized breast cancer diagnostics company dedicated to improving outcomes for patients diagnosed with DCIS (Ductal Carcinoma in Situ). The company provides patients and physicians with evidence-based tools to improve patient outcomes and reduce the cost to the healthcare system by helping to ensure women are not over or under treated. For women diagnosed with DCIS, PreludeDx provides a patented molecular test (DCISionRT®) that predicts a woman's personal likelihood or risk of developing DCIS recurrence in 10 years and invasive breast cancer in 10 years with or without adjuvant radiation therapy after breast conserving surgery.

Visit [PreludeDx.com](https://www.preludedx.com)

- **Visit Website:**
 - [preludedx.com/](https://www.preludedx.com/)
- **Documents:**
 - [DCISionRT Physician Brochure](#)
 - [DCISionRT Patient Brochure](#)
- **Video:**
 - <https://youtu.be/Km9vaHngg-g>
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 - <https://www.linkedin.com/company/preludedx/>
 - <https://twitter.com/PreludeDx>
 - <https://www.instagram.com/preludedx/>

Stryker

- Stryker is a global leader in medical technologies and, together with its customers, is driven to make healthcare better. The company offers innovative products and services in MedSurg, Neurotechnology, Orthopaedics and Spine that help improve patient and healthcare outcomes. Alongside its customers around the world, Stryker impacts more than 130 million patients annually. More information is available at <https://bit.ly/48hTLO0>

- **Primary educational points:**
 - Stryker's SPY Portable Handheld Imager (SPY-PHI) utilizes SPY Fluorescence Imaging technology and provides surgeons with a convenient, compact solution for real-time perfusion assessment in breast reconstruction and other open surgeries.
 - Our Illuminated Instruments enable greater visualization, ability, and precision during open surgery.

- **Product video links:**
 - https://youtu.be/eun_WYH44Ts?si=N01YA3T0BwMCuY_j
 - <https://youtu.be/QrG3SIXAPQg?si=8Vy8IS3CcvPOo6Wu>

- **Company contact information:**
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