

# Breast Fellows University @ ASBrS

## INDUSTRY SUPPORTER PRODUCT GUIDE

Breast Fellows Course  
Thursday, April 27, 2023

### 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](http://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 magnetic 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 18,000 patients.

The Sentimag® platform, distributed by Mammotome in North America, has already helped 350,000+ 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](http://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 10,000 patients featured in Magseed studies and over 8,000 in Magtrace studies.
  - Some of the most prominent papers include [SentiMAGIC \(2019\)](#), [Simons et al \(2021\)](#), [iBRA-NET \(2022\)](#) and [SentiNOT \(2023\)](#)
  - 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](mailto:info@endomag.com)) or phone (+1 (512) 872-2400)

## Exact Sciences

The Oncotype DX Breast Recurrence Score® assay is one of the most extensively studied genomic tests available for breast cancer patients today, with prospective clinical trials and outcome data gathered from more than 100,000 patients in more than 150 publications, providing the highest level of evidence supporting the test's clinical utility.<sup>1</sup>

Reference: 1. Exact Sciences Estimates

Exact Sciences is changing the way we think about treating cancer and is committed to providing life-changing treatment guidance for patients facing cancer. For decades, cancer treatment was often a one-size-fits-all approach that involved the use of toxic chemotherapy and invasive surgery. We now know that not all patients and tumors are the same. Tailoring treatments to the individualized biology of each patient's tumor, has tremendous promise to improve outcomes for people with cancer, while reducing healthcare costs by eliminating unnecessary treatments. Exact Sciences' Precision Oncology portfolio of genomic tests provide physicians and patients with personalized insights about the patient's tumor, allowing them to make treatment decisions with a greater degree of confidence.

- **Primary Educational Points:**

- The Breast Recurrence Score test is the only validated genomic test for breast cancer, which provides two key answers for both lymph node-negative and node-positive early-stage breast cancer patients:
  - The test predicts whether a woman will benefit from chemotherapy.
  - It also provides a percent likelihood of the cancer returning after appropriate hormone therapy is taken.
- The Oncotype DX Breast Recurrence Score test is incorporated in all major breast cancer treatment guidelines for both prognosis and chemotherapy benefit, including the American Society of Clinical Oncology, the National Comprehensive Cancer Network, the St. Gallen Consensus panel, the National Institute for Health Care Excellence, the European Society for Medical Oncology and the German Association of Gynecological Oncology.

- **Company Contact Information:**

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## Hologic, Inc.

Hologic is a global medical technology company specializing in women’s health—offering innovative solutions for screening, detecting, and treating conditions affecting women throughout their lives, including breast and cervical cancer testing, gynecological and skeletal issues, and sexually transmitted diseases.

- **Primary Educational Points:**

The **BioZorb® 3D Bioabsorbable Marker** consists of a spiral, bioabsorbable framework embedded with 6 permanent, titanium clips designed to precisely mark your surgical excision site. Designed to improve outcomes in Breast Conserving Surgery and absorb into the body over several years, the BioZorb provides 3-dimensional targeting for radiation therapy and comes in a range of sizes from 2-5cm including Lower Profile (LP).

Compared with mastectomy, breast conserving surgery in combination with radiation therapy is associated with similar survival as well as a lower risk of complications. Furthermore, more advanced options such as oncoplastic techniques can be used to help maintain the breast’s original shape and contour and is associated with improved cosmetic outcomes. The results of multiple studies have demonstrated the impact BioZorb can have on cosmetic outcomes as well as the utility of BioZorb in breast conserving surgery and oncoplastic techniques.

Designed for tissue in-growth, BioZorb acts as a framework helping to maintain the shape and contour of the breast. Designed for tissue in-growth, BioZorb acts as a framework helping to maintain the shape and contour of the breast. In two separate case studies with 662 and 1,115 patients, cosmetic outcomes were rated as good or excellent by the great majority of patients and their physicians where BioZorb

was used during BCS. In a case study with 110 patients, use of BioZorb showed notably less visual scar tissue on mammography and reduced fibrosis.

In addition to the cosmetic results, should post-operative radiation treatment be necessary 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. BioZorb provides a 3D marking of the tumor bed versus clips that mark the extent of the resection. 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.

- **Additional Hologic Products for breast surgery:**
  - LOCALizer<sup>®</sup>™ Wire-free Guidance System: RFID localization technology with a pencil sized probe, handheld reader, and tags with unique identification numbers which facilitate multiple placements
  - TruNode<sup>®</sup> single-use gamma probe: sterile, single use, wireless gamma probe technology with minimal OR footprint user feedback unit.
  - Trident<sup>®</sup> HD: 2D Intra-operative specimen imaging technology – generate sharp, highly detailed images for rapid sample verification right in the OR.
  
- **Product/Informational Video Links:**
  - [BioZorb<sup>®</sup> 3D Bioabsorbable Marker \[youtube.com\]](#)
  - [LOCALizer<sup>®</sup> Wire-free Guidance System \[youtube.com\]](#)
  - [TruNode<sup>®</sup> Single-use Gamma Probe System \[youtube.com\]](#)
  - [Trident<sup>®</sup> HD Specimen Radiography System \[youtube.com\]](#)
  
- **Company Contact Information:**
  - [breastsurgery@hologic.com](mailto:breastsurgery@hologic.com)
  - [www.hologicbreastsurgery.com](http://www.hologicbreastsurgery.com) [[hologicbreastsurgery.com](http://hologicbreastsurgery.com)]

## Mammotome

Sentimag offers four procedures in one platform: Lesion localization, Targeted Axillary Dissection, SLNB and delayed SLNB. Magseed is a small magnetic marker used for lesion localization that becomes detectable when it’s temporarily magnetized by the Sentimag Probe. Magtrace is a liquid that can be used to map the lymphatic drainage for SLNB. It’s comprised of tiny particles of iron oxide coated in sugar in saline and becomes detectable when they are magnetized by the Sentimag probe.

- **Primary Educational Points:**
  - 4 procedures in 1 platform
  - Clinical data suggests Magtrace is non-inferior for SLNB compared to gold standard of Tc99 and Blue dye

- System does not use magnets, but instead the probe magnetizes the materials to be detected
- Magtrace allows flexibility for injection timing days or weeks prior to surgery and enables delayed SLNB
  
- **Product/Informational Video Links:**
  - <https://youtu.be/cjiH3zHGur4>
  
- **Company Contact Information:**  
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