



Women Have Life-Saving Mammograms.



Where is our Manogram™?

FOR IMMEDIATE RELEASE

October 27, 2005

Contact: John Schachter
(202) 419-3254

CUTTING-EDGE IMAGING TECHNOLOGIES COULD SAVE MEN'S LIVES

“Where’s Our Manogram?” Awareness Campaign to Help Spread Message About Imaging’s Promising Role in Early Detection, Treatment of Prostate Cancer

WASHINGTON DC – “One in six men get prostate cancer. That’s more common than breast cancer in women. Yet, while women today have access to life-saving mammograms, men lack accurate, accessible and affordable diagnostic tools. It’s time men had their own ‘**Manogram™**’ to save lives and quality of lives,” said Dr. Faina Shtern, Director of Research at the Department of Radiology, Children’s Hospital Boston, Harvard Medical School, and President and CEO of the non-profit AdMeTech Foundation. “Advanced imaging technologies will transform prostate cancer detection, biopsy and treatment.”

Leaders from the medical, government, industry, philanthropy, advocacy, media, entertainment and academic communities came together today on Capitol Hill to discuss the development of cutting-edge imaging technologies that will transform how prostate cancer is diagnosed and treated. These experts also unveiled a public awareness campaign to let the public know about the promise of imaging technologies – and the critical importance of improving diagnostic tools.

The Manogram™ concept was created as the result of the partnership established by the AdMeTech Foundation with Hollywood producer Stephen Nemeth, Madison Avenue veteran Larry Kopald, and physician and TV journalist Dr. Bruce Hensel. AdMeTech’s partnership with this group embodies the critical role the entertainment and media industries play in public awareness campaigns. Nemeth helped create the Manogram concept and brought it to life with “**Prosty the Spokesgland©**,” the animated star of a new public service campaign. Prosty, who has been poked and prodded by unnecessary biopsies, is understandably indignant.

“The Manogram™, with Prosty the Spokesgland as its champion, can help take the stigma, fear and shame out of prostate cancer,” Nemeth said. “We’re losing lives and quality of lives unnecessarily. Prosty – the real Hollywood insider – will bring attention to the cause of early detection and minimally invasive prostate cancer treatment.” (The group also launched www.Manogram.org to serve as a campaign information clearinghouse.)

Dr. Hensel, Emmy-award-winning medical, health and science editor/reporter for NBC-TV (Los Angeles), is also creating TV public service announcements for the awareness campaign. “As a physician and journalist, I believe the media has not paid enough attention to prostate cancer. Maybe it’s because men don’t wear ribbons and don’t march, but it’s clearly time for that to change,” Hensel said.

– more –

CUTTING-EDGE IMAGING TECHNOLOGIES COULD SAVE MEN'S LIVES

October 27, 2005

(page 2 of 3)

“Public-private partnerships will be essential for our success. We are committed to creating a community of men and women who will declare that the time has come for prostate cancer care to leave the Dark Ages,” added Dr. Shtern.

Dr. Shtern and other participants discussed some of the promising advances in imaging technologies. Private sector leaders from the flagship imaging instrumentation companies GE and Siemens also announced their commitment to expedite the advancement and implementation of prostate imaging and image-guided treatment.

“GE Healthcare has put together the best engineering teams to create breakthrough technologies to help combat prostate cancer, from both a diagnostic and treatment standpoint,” said Reinaldo Garcia, President, Diagnostic Imaging, GE Healthcare. “We are not far away from finding a better way to earlier and less invasively detect this all-too-common and insidious disease. A foundation of advanced imaging technologies is already in place – now, as an industry, we need to come together to concentrate specifically on this widespread cancer.”

“Medical imaging is critical to accurately diagnose and treat prostate cancer,” added Tom McCausland, a member of the board of directors of the National Electrical Manufacturers Association, and President of Siemens Medical Solutions, USA. “Siemens is an industry leader providing minimally invasive solutions – molecular imaging, computed tomography, magnetic resonance and ultrasound – so health care providers can detect and treat diseases like prostate cancer with the least amount of patient discomfort. Diagnosing and treating disease earlier through innovative technology not only helps improve patients’ quality of life, but also leads to dramatic improvements in the efficiency of health care.”

Members of Congress were on hand as well to pledge their support for raising the issue’s visibility within their caucuses. Speaking at the Capitol Hill event were: Rep. Gwen Moore (D-WI), a member of the Congressional Black Caucus (CBC); Rep. Tim Murphy (R-PA), co-chair of the 21st Century Healthcare Caucus; and Delegate Donna M. Christensen (D-VI), the first female physician in the history of the U.S. Congress and chair of the CBC’s Health Braintrust, which oversees and advocates minority health issues. Del. Christensen lost her father to prostate cancer.

Jim Kiefert, a prostate cancer survivor and advocate, shared his personal story of being diagnosed with prostate cancer at age 50. He underwent surgery and radiation, but neither eliminated the cancer. He explained that advanced imaging technologies, if they were available to him – like those AdMeTech supports – could have spared him years of fear and suffering, pain, discomfort and excessive costs.

The current prostate cancer numbers and facts are startling and surprising:

- Prostate cancer strikes 1 out of every 6 men. (Breast cancer strikes 1 in 7 women.)
- Over 230,000 men were diagnosed, 30,000 died and over 1.5 million had biopsies in 2004.
- According to a recent National Cancer Institute study, PSA blood tests result in false-negative reassurances and numerous false-positive alarms. Some 15% of men with normal PSA levels still have prostate cancer. Even when PSA levels are abnormal, some 88% of men end up not having prostate cancer but undergoing unnecessary biopsies.
- The prostate is one of the last organs in a human body where biopsies are performed blindly. A blind biopsy can miss cancer even when multiple samples are taken.

– more –

CUTTING-EDGE IMAGING TECHNOLOGIES COULD SAVE MEN'S LIVES

October 27, 2005

(page 3 of 3)

Following the campaign launch, AdMeTech is hosting a three-day conference, bringing together pioneers of clinical medicine and technologic innovation as well as leaders in philanthropy, advocacy, medicine, government, industry, media, entertainment and academia. These experts will help accelerate the development and implementation of imaging technologies for improved early detection and treatment of prostate cancer, as well as review the latest advances in patient care, research and development and create the future vision for prostate cancer care.

About the AdMeTech Foundation

AdMeTech is committed to expedite the advancement of imaging technologies to shift prostate cancer care from the era of blind diagnosis and treatment to the future of image-guided, minimally invasive and precisely targeted interventions. Ultimately, advanced visualization tools will make it possible for major clinical interventions currently performed in surgical theaters and hospital wards to be replaced by outpatient procedures with minimal patient discomfort, complications and costs. AdMeTech stimulates, funds and manages R&D projects at leading institutions that expedite technologic innovation.

Recently, AdMeTech has successfully worked with Members of Congress to secure critical funding through the U.S. Army medical advanced technologies budget. One DOD grant helped fund AdMeTech's work in partnership with Johns Hopkins University to develop medical robotics for precise guidance of prostate cancer biopsy and treatment in less than a year. A second round of funding in 2002 helped AdMeTech partner with the Dana Farber Cancer Institute, and within six months, produce a fundamental discovery expected to detect cancer and response to treatment earlier than it was possible before. This funding also made it possible for AdMeTech to work with Boston University to develop prostate-dedicated, new-generation optical technologies within one year. The preliminary results are promising for accurate detection of cancer vs. normal and benign lesions.

#####

NOTE TO EDITORS: Beta copies of the "Prosty the Spokesgland©" spot are available.
Call John Schachter at (202) 419-3254 to get a copy.

