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Cellvizio® News

by  Mauna Kea Technologies

OCTOBER 2008

EDITORIAL

Clinical validation of Cellvizio continues to grow and our global footprint is expanding! A warm welcome to the University of Michigan Health System in Ann Arbor and the Karolinska Institute in Stockholm, both of which recently installed Cellvizio systems and are featured in this issue.

With more than 1,500 procedures now successfully completed world-wide, we believe that Cellvizio's clinical value proposition to doctors is becoming more evident and are on the way to advancing our goal of becoming an important diagnostic tool in multiple indications.

In this issue we also detail where you can learn more about Cellvizio and meet with our team.

Sacha Loiseau
PhD, President,
CEO and
Founder



Upcoming Events

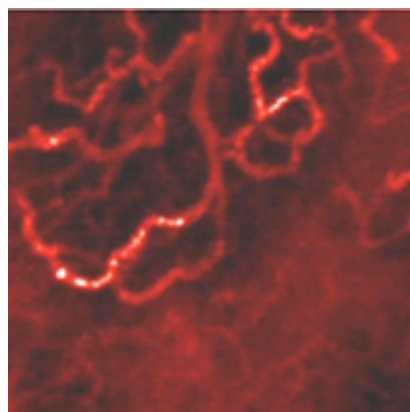
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|------------------------|--|
| October
4-8, 2008 | European Respiratory Society Annual Congress,
Messe Berlin GmbH, Berlin, Germany |
| October
18-22, 2008 | United European Gastroenterology Week,
Austria Center, Vienna |
| October
25-30, 2008 | CHEST,
Pennsylvania Convention Center, Philadelphia, PA |

CME Endoscopic Confocal Imaging Workshop

**Register for
the CME Endoscopic Confocal Imaging Workshop
November 8th, in Jacksonville, FL**

<http://www.akhealthcare.com/en/cev/reg/60/>

Video Spotlight: Angiogenesis of Pancreatic Tumors



Caption:

This high-resolution Cellvizio *in vivo* image shows the microvasculature of pancreatic ductal adenocarcinoma as characterized by the tumor surface capillary. The technology may help detect disease earlier and understand tumor-host interaction at various stages of progression.

Click here for the unique, real time Cellvizio video.

Courtesy of Ken Lin and Umar Mahmood, Massachusetts General Hospital, Boston, MA

Late Breaking News

**Cellvizio® receives Wall Street Journal 2008
Technology Innovation Award**



Company has been recognized as runner-up in the Medical Device category for breaking ground and demonstrating measurable impact on the field. **See the Wall Street Journal's web site** for more details.

November 8, 2008 **CME Endoscopic Confocal Imaging Workshop,** Jacksonville, FL

November 20-22, 2008 **Mayo Clinic Endoscopy Live - 2008 Course,** Loewes Portofino Bay Hotel at Universal Orlando, Orlando, FL

For more detailed information on Cellvizio's involvement at the conferences, [please click here](#)

Clinical Advances

Clinical Advances in Pancreatic Cancer



Two new studies on Cellvizio imaging of pancreatic cancer describe the targeted molecular imaging approach and vascular monitoring method developed at the Center for Molecular Imaging Research (Boston, USA) and Technical University of Munich (Munich, Germany).

These results are clinically significant as they suggest a way to substantially increase the detection rate of early-stage pancreatic cancer which could improve the overall survival of pancreatic cancer patients. The first study was published as a cover article in [Translational Oncology](#) and the second appeared in the [International Journal of Cancer](#).

New Cellvizio Installations

Cellvizio was recently installed at two world renowned medical institutions. The University of Michigan Health System in Ann Arbor is utilizing Cellvizio for gastrointestinal and lung applications. The University's Center for Optical Molecular Imaging develops novel optical methods for early detection of cancer in the gastrointestinal tract.

The Karolinska Institute in Stockholm, one of Europe's largest medical universities, will begin using Cellvizio in October for the exploration of the biliary system.

The Institution's Department of Advanced Interventional Endoscopy performs 700 ERCP procedures each year, and department head Pr. Matthias Löhr, said "We believe Cellvizio is a very promising technique for the detection and characterization of cholangiocarcinoma and IPMN."

Cellvizio Reimbursement Strategy Developed

We recognize the importance of reimbursement to both physicians and hospitals and recently developed a reimbursement strategy that reflects the added value of Cellvizio for patients, providers and payers. We look forward to implementing this with our current and future Cellvizio users.

Please contact your local Cellvizio Market Development Manager or [Brian Tinkham](#), VP of Marketing (brian@maunakeatech.com) for more information.

Physician Q&A



David Wilson
Medical Director at the Lung Center,
Columbus Regional Hospital,
Columbus, Indiana

Q: How long have you been using Cellvizio?

A: We initiated use of the Cellvizio System at the Lung Center earlier this year. We were impressed by all of the new clinical data on its use in a variety of indications and had followed the evolution of the confocal microscopy field for several years.

Q: How has Cellvizio helped you enhance your diagnosis of lung diseases?

A: Cellvizio provides an amazing amount of novel information. It increases diagnostic yield for peripheral nodules by real-time localization and pattern recognition, allows us to drive false-negatives much lower as benign granulomas are very recognizable with these images, and builds vast amounts of information about interstitial lung disease. Also, lung cancer detection rates are far higher in our anecdotal experience.

Q: What have been your experiences using Cellvizio on pulmonology patients to date?

A: We have a very large population here in terms of risk and morbidity. We have seen success in 35 cases to date and believe that over time that we'll eventually be able to avoid unnecessary biopsies. We are working with the company on a reimbursement strategy and expect a positive outcome. Ultimately, we believe Cellvizio will allow us to characterize small nodules in a way that we've never dreamed of before.

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