

A NEW HOPE



PHOTOS BY MARK FREERIS

Registered nurse Kathleen Kopacka and Dr. Martin Keisch implant the MammoSite device at Mount Sinai Hospital.

Post-lumpectomy MammoSite therapy available

BY LOIS PERDUE

PROXIMA THERAPEUTICS
President and CEO:

Timothy J. Patrick

Web site:

www.proximatherapeutics.com

Address: 2555 Marconi Drive, Suite 220, Alpharetta, GA 30005

Phone: (770) 753-4848, ext. 222

E-mail:

tjpatrick@proximatherapeutics.com

to offer MammoSite. Dr. Martin Keisch, a radiation oncologist at the hospital, was an early proponent of MammoSite and involved in the clinical trials held at Mount Sinai.

"The results of the clinical trials are excellent and have held up," said Keisch, who has taught almost 1,000 physicians throughout the country about MammoSite. "There hasn't been one recurrence to date."

And with more than 4,500 of the 14,000 new cases of breast cancer diagnosed annually in Florida located in Miami-Dade, Broward and Palm Beach counties, there will be an even greater opportunity to observe results.

In fact, after screening about 1,500 of the cases in the tri-county area will be eligible for MammoSite.

"MammoSite is designed for a certain segment of breast cancer patients," Keisch said. "Those who are older than 45 and whose tumors are no more than 2 centimeters in diameter."

the radiologist found a suspicious spot and recommended an ultrasound, which confirmed a lump. The full-time assistant professor of psychology at Nova Southeastern University in Davie had a biopsy and a subsequent tumor removal, or lumpectomy, performed at Memorial Regional Hospital in Hollywood by surgical oncologist Dr. Michael Donoway.

"After the lumpectomy, Dr. Donoway told me about the new procedure and thought I might be a candidate for MammoSite, since the cancer had not spread to the adjoining lymph nodes," Silver, of Hollywood, said.

She met with Keisch, had the screening and was approved for the

See **MAMMOSITE**, Page 41

Women with early-stage breast

cancer have a new therapy available for the crucial follow up treatment after lump removal.

Proxima Therapeutics' MammoSite is a patented balloon-like device with a catheter that positions therapeutic radiation directly into the cancer site.

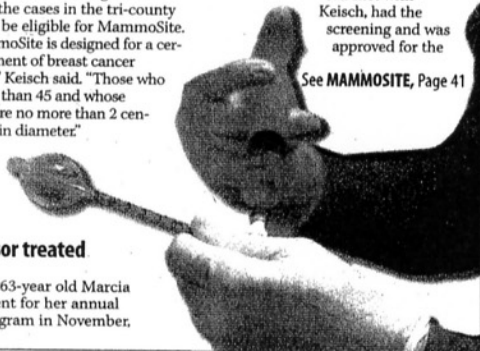
The federal Food and Drug Administration approved it last year and it is being offered by 12 hospitals and treatments centers in South Florida. Long-term studies on MammoSite's effectiveness are still being conducted, but it is being viewed as less invasive and about 25 percent lower in cost than alternative treatments.

Although targeted internal radiation - called brachytherapy - is used to treat prostate cancer, MammoSite was developed exclusively to treat breast cancer.

In May 2002, Mount Sinai Hospital in Miami Beach became one of the first health care facilities in the area

Professor treated

When 63-year old Marcia Silver went for her annual mammogram in November,



Breast Brachytherapy

Continued from page 7

For women who present with a multifocal tumor subtype, Keisch says, the device would have to be removed, and they would need to be treated conventionally.

Keisch and colleagues reported on 26 patients enrolled in the initial phase of a study

funded by Proxima Therapeutics under an IDE. Complications were minimal—much lower than those reported for traditional implants. One patient developed an abscess, and another had a fluid collection that resolved on its own. The procedure was very well tolerated.

Ultimately, the researchers placed 43 devices in patients who were followed for 1 year.