

Latest developments on products and services from the industry. To have your news included contact Patricia McDonnell at Oncology News on T/F: +44 (0)288 289 7023, E: [patricia@oncologynews.biz](mailto:patricia@oncologynews.biz)

## Ovacome launches 'Because you are special to me'



Ovacome's patron, the actor Jenny Agutter, with the 'Because you are special to me' keepsakes.

The UK's longest serving ovarian cancer charity Ovacome is launching its 'Because you are special to me' social media campaign in March to raise the profile of the disease during awareness month.

The idea of the #Because campaign is that women choose somebody close to them to share the symptoms of ovarian cancer on Facebook and Twitter, directing them to Ovacome's website – [www.ovacome.org.uk](http://www.ovacome.org.uk) – where they can find out more about the disease.

The aim is that participants ask people they tag to mention how to make a donation to Ovacome by texting OVAC00 followed by the amount being donated to 70070, for example OVAC00 £3.

The symptoms of ovarian cancer can be highlighted in Ovacome's easy to remember BEAT acronym: B is for bloating that does not come and go; E is for eating less and feeling fuller quicker; A is for abdominal pain and T is for telling your GP.

Tying in with the campaign, Ovacome has teamed up with personalised greetings business Hickory Dickory Designs to create a range of 'Because you are special to me'

wooden keepsakes. The made to order greetings cards, key rings and business card sized plaques are made from rosewood and are engraved with words of support and awareness.

Ovacome's chief executive Louise Bayne says that some of the keepsakes have been designed as a message of support for those with ovarian cancer and others create awareness to women who may not have come across the disease.

"We wanted to do something special for this awareness month to mark our 20th year and to reinforce that we are the longest serving charity in ovarian cancer, supporting women, their carers, friends and family," says Louise.

Each item, which can be personalised for an extra £1 and will be sold throughout 2017, is a perfect gift for Mother's Day on Sunday 26 March and costs £14.95. Hickory Dickory Designs makes a £2 donation to Ovacome on each purchase.

Visit [www.ovacome.org.uk/campaigning-volunteering/ovarian-cancer-awareness-month/](http://www.ovacome.org.uk/campaigning-volunteering/ovarian-cancer-awareness-month/)

## Bowel Cancer Screening Lottery Must End

The charity Beating Bowel Cancer is calling for the screening age in England, Wales and Northern Ireland to be lowered from the age of 60 to 50, to bring it in line with Scotland.

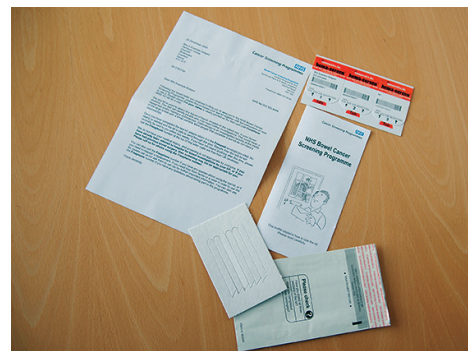
They say if this happened, over 4,000 patients a year in their 50s would have the opportunity of being diagnosed at an earlier stage

Being diagnosed with bowel cancer at Stage 1 offers a 97% survival rate. Without screening patients may not be diagnosed until a later stage through their GP or A&E. If diagnosed at Stage 4 their survival odds

could be as little as 7%.

Director of Services at Beating Bowel Cancer, Judith Brodie, says: "Bowel cancer is the UK's second biggest cancer killer and it's shocking that patients in England, Wales and Northern Ireland are not being given the same opportunity for an early diagnosis as those in Scotland. They are being badly let down and deserve better."

For more information or to support Beating Bowel Cancer's campaign visit [www.beatingbowelcancer.org](http://www.beatingbowelcancer.org) or [@bowelcancer](https://twitter.com/bowelcancer)



## ScheBo® • Tumor M2-PK™ Stool Test & ScheBo® • M2-PK Quick™

**Bringing sensitivity to bowel cancer screening**

*"In conclusion, faecal M2-PK, either as an ELISA or as a lateral rapid flow test, is a cost-effective and easy-to-perform routine test."* Tonus, C. et al. World J Gastroenterology, 2012.

**Can detect non-bleeding, as well as bleeding, polyps and tumours.**

Further information from: Ivor Smith, ScheBo® • Biotech UK Ltd, PO Box 6359, Basingstoke, RG22 4WE  
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## Western Trust first UK hospital to apply Dolphin® Quality Assurance System for radiation therapy in the UK

IBA, the global high-tech leader in the next generation of proton therapy solutions and radiation therapy quality assurance for the treatment of cancer, announces the first clinical implementation of Dolphin Online Ready Patient QA and Monitoring solution in the UK. The treatment monitoring technology distributed by Oncology Systems Limited (OSL) to Altnagelvin Area Hospital, part of the Western Health and Social Care Trust, provides measurement based quality assurance for more efficient and more accurate pre-treatment patient quality assurance.

"With Dolphin we can perform fully independent, measurement-based

quality assurance of our most advanced IMRT and VMAT treatments quickly and confidently," says Dr Andrew Reilly, Head of Radiotherapy Physics at the new North West Cancer Centre, Londonderry. He continues, "Being so straightforward to use it allows us to plan to the capabilities of the treatment machines, rather than limiting what we do because legacy verification processes cannot keep up. This ensures our clinicians can offer the best possible care to their patients."

For further information visit:  
[www.osl.uk.com/](http://www.osl.uk.com/) or  
 E: [enquiry@osl.uk.com](mailto:enquiry@osl.uk.com) [@OSL1](https://twitter.com/OSL1)



From L-R: Asia Baginska, Medical Physicist at Oncology Systems Limited; Isabel Bong, Customer Support Specialist at IBA and Dr Wendy Hyland, Radiotherapy Physicist at Western Health and Social Care Trust

## Brain Tumour Research launches Wear A Hat Day 2017

Wear A Hat Day returns on Friday 31st March 2017 for the eighth year and it will be bigger, bolder and HATTIER than ever before with new celebrity ambassadors backing the campaign, including Debbie McGee, John Newman and Ed Balls, and fresh retail partnerships.

Debbie McGee, who lost Paul Daniels to a brain tumour in March last year, has teamed up with the charity Brain Tumour Research to produce a special 'Rabbit in a Hat' badge as a tribute to the great magician.

Ed Balls, Sheila Hancock CBE, Linda Robson, Sarah Beeny and Dr Dawn Harper will be featuring in the Wear A Hat Day advertising campaign, appearing in stations across the London Underground and national rail from 13th February.

Singer, songwriter and record producer John Newman, currently awaiting treatment for his second brain tumour, will also be raising awareness of the disease in the run-up to Wear A Hat Day.

Focused on raising funds and awareness, the charity has partnered with Hobbycraft,

the UK's largest craft retailer, for their 2017 Wear A Hat Day campaign. Stores up and down the country will be running in-store events and donating a percentage from sales of their exclusive Brain Tumour Research 'Pink Glitter Side Hat' to the charity.

Celebrated milliner to rock stars and royalty, Stephen Jones OBE, has created three one-off hats made from Hobbycraft products to celebrate the occasion. Fenwick, the independent chain of department stores, will be supporting the charity for the second year running.

To get involved, or donate, please visit:  
[www.wearahatday.org](http://www.wearahatday.org) Or text HAT to 70660 to donate £5\* #HATTASTIC  
[@braintumoursch](https://twitter.com/braintumoursch)

\* Texts cost £5 plus network charge. Brain Tumour Research receives 100% of your donation. Obtain bill payer's permission. Customer care 01908 867200. Charity no. 1153487 (England & Wales) SC046840 (Scotland).



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## US scalp cooling trial shows alopecia reduction in early stage breast cancer patients

The results of Paxman's first randomised US scalp cooling trial have been published in JAMA; a renowned peer-reviewed oncology medical journal published by the American Medical Association.

The Scalp Cooling Alopecia Prevention trial (SCALP) carried out at Paxman's lead US trial site, studied the effectiveness of scalp cooling therapy in reducing hair loss in women undergoing taxane or anthracycline chemotherapy regimens.

The results highlight that scalp cooling using the Paxman Hair Loss Prevention System is highly effective in hair preservation after the fourth chemotherapy cycle for patients who receive taxane or anthracycline, or both, chemotherapy for stage I or II breast cancer.

The research was conducted by Dr Julie Nangia, assistant professor at Baylor College of Medicine.

Dr Nangia said: "With scalp cooling, we are lowering the temperature of the scalp,



thereby constricting the blood vessels and reducing the flow of blood to the hair follicles, which will help reduce hair loss by limiting the amount of chemo drugs reaching the follicles."

The full article can be found on the JAMA website. For more information visit [www.paxmanscalpcooling.com](http://www.paxmanscalpcooling.com)

[@scalpcooling](https://twitter.com/scalpcooling)



(L-R) Graham Cotton - Senior R&D Group Leader, Almac Discovery, Tracy Robson (quoted in release) and Professor Tim Harrison VP Discovery Chemistry, Almac Discovery.

## RCSI and Almac Discovery enter research collaboration to target therapy-resistant cancer tumours Research has potential to improve 20 per cent survival rate in ovarian cancer

RCSI (Royal College of Surgeons in Ireland) and Almac Discovery, a biopharmaceutical company focused on discovering and identifying innovative therapeutics for the treatment of cancer, have today announced a major research collaboration that aims to gain a new understanding of how to target tumour cells that are resistant to cancer therapies and cause cancer to spread to other parts of the body. The project will explore the potential of a drug, based on initial research by RCSI's Professor Tracy Robson and developed by Almac Discovery, which is currently undergoing a Phase I dose escalation trial for patients with solid tumours. It is expected that the trial will be expanded in a biomarker selected patient population within ovarian cancer, however the drug, ALM201, has the potential to treat a range of other cancers.

Ovarian cancer ranks among the top ten diagnosed and top five deadliest cancers in most countries. Unfortunately approximately 80% of patients present with advanced disease, therefore it is critical that clinicians are provided with as many treatment options as possible which can target this disease, both as a monotherapy and in combination with existing therapies.

For further information contact: Dr Martin Wiles - Vice President Business Development & Licensing – T: +44 (0)2838 332200  
[@AlmacGroup](https://twitter.com/AlmacGroup)

## Point-of-care ultrasound improving care for chest patients

Ultrasound guidance is now routinely used for pleural procedures, with current British Thoracic Society guidelines stating that all pleural drain insertions and aspirations should be performed using the technique. Dr Angshu Bhowmik, a consultant chest physician specialising in lung cancer and COPD at Homerton University Hospital, discussed the benefits of point-of-care (POC) ultrasound for clinicians and patients alike: "I first started using ultrasound in my practice in 2008, following the publication of several papers highlighting the potential safety improvements for chest drains and biopsies. Although most of my generation of registrars and consultants had been successfully performing these procedures 'blind' for many years, ultrasound allows you to visualise any unusual anatomical features reducing risks and improving success rates. We put together a business case based on this safety benefit, and chose a highly portable FUJIFILM SonoSite point-of-care system to meet our needs."

"As we have developed our interest in ultrasound further, we have started using it for a number of other applications which is often safer and more convenient for



patients, avoiding the need for radiology referrals. Our latest SonoSite Edge™ system offers excellent image quality, as well as a colour Doppler function, providing the best possible balance between resolution, portability and usability."

For more information please contact:  
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E: [eraf-sales@fujifilm.com](mailto:eraf-sales@fujifilm.com)  
[www.sonosite.com/uk](http://www.sonosite.com/uk)

## Treatments Commence with Varian TrueBeam Systems at New London Hospital

One of London's leading cancer centers has commenced radiotherapy treatments at its new site using advanced TrueBeam™ medical linear accelerators from Varian Medical Systems. The impressive new cancer center at Guy's Hospital opened in September with six TrueBeam systems installed, including a TrueBeam STx which is optimized for radiosurgery.

Guy's and St Thomas' NHS Foundation Trust replaced its existing treatment machines with TrueBeam systems as part of a centralization of radiotherapy services at the new flagship center, situated in the shadow of The Shard. In addition to the equipment, the Trust has implemented a full suite of Varian's Eclipse™ treatment planning software. Two further TrueBeam systems have been installed at Queen Mary's Hospital in nearby Sidcup, which is another new Guy's and St Thomas's cancer center due to open in Spring 2017 to treat patients who live in south east London and Kent.

"The TrueBeam platform has strong potential for future innovation, is user-friendly, and the overall system offers an



efficient workflow, making it possible to treat more patients in a day," says Angela Francis, head of radiotherapy at Guy's and St Thomas'. "With TrueBeam, we can offer our patients a full range of the latest radiotherapy and radiosurgery treatment options."

For further information, visit [www.varian.com](http://www.varian.com) and follow [@VarianMedSys](https://twitter.com/VarianMedSys)

## Varian Honoured Among World's 100 Most Sustainable Corporations



Varian Medical Systems has been honoured for its commitment to sustainability with inclusion on a prestigious list of the world's most sustainable companies for the third year running. Varian is one of only two U.S. healthcare equipment companies on the Corporate Knights Global 100 Most Sustainable Corporations list, announced today during the World Economic Forum at Davos, Switzerland.

"We are proud to be recognized once again for our commitment to sustainability and this will spur us on to continually improve our efforts," says Dow Wilson, Varian's chief executive officer. "Our company's mission is to help save lives around the world and we seek to do this in ways that benefit the communities in which we operate."

To determine the final list, Corporate Knights analysed over 4,600 companies against global industry peers using twelve quantitative key performance indicators. The full ranking is published in the annual Global 100 issue of Corporate Knights magazine as well as online at <http://Global100.org>

"The inclusion of Varian in the Global 100 ranking for the third year running is a reflection of its continuous dedication to sustainability," said Michael Yow, lead analyst at Corporate Knights. "Varian is clearly an industry leader in terms of sustainability performance and disclosure."

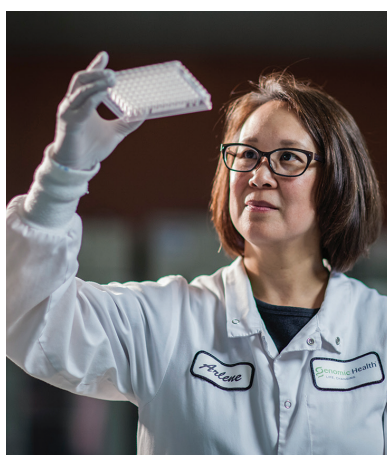
The 2016 Varian Sustainability Report can be found at [www.varian.com/about-varian/citizenship](http://www.varian.com/about-varian/citizenship)

## Oncotype DX® test has the potential to spare thousands of breast cancer patients from unnecessary chemotherapy

A study of breast cancer patients in Manchester has revealed that over 60 per cent of patients whose tumours were analysed using the Oncotype DX test were spared unnecessary chemotherapy. The test, developed by Genomic Health, examines the unique footprint of each patient's cancer. Using cutting-edge genomic analysis, it gives a Recurrence Score® result, which predicts the likelihood that the patient's cancer will return and whether chemotherapy is likely to provide benefit.

"These data show that Oncotype DX is a useful tool for physicians in identifying the relatively small proportion of patients likely to benefit from chemotherapy. Nobody wants breast cancer patients to go through chemotherapy unnecessarily and anything that helps us to target treatment more effectively is to be warmly welcomed," said Nigel Bundred, Professor of Surgical Oncology, University Hospital of South Manchester NHS Foundation Trust.

Of 201 patients tested, only 74 received chemotherapy, leading to a total cost saving to the NHS of £266,427 as 127 were spared chemotherapy. When applied



nationally, the test has the potential for significant medical and economic benefits in cancer care.

For any further information contact Genomic Health Customer Support team: T: +44 020 3031 8087  
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