

# News update

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

## Varian Publishes 2012 Sustainability Report

Varian Medical Systems, a world leader in radiotherapy and X-Ray imaging technology, is announcing the publication of its 2012 Corporate Social Responsibility report, detailing the company's policies and achievements in extending care, protecting resources and helping to save lives. The Varian Sustainability Report 2012 has been produced as part of a wider company investment to continually improve sustainability performance and transparency.

"In our inaugural report last year we made a commitment to produce annual updates so we could measure our achievements against defined sustainability goals," said Tim Guertin, president and chief executive officer of Varian Medical Systems. "Companies such as ours have a responsibility to achieve our business goals in a socially and environmentally responsible manner. While we



continue to develop better therapeutic capabilities for fighting cancer and other diseases as well as better components for X-Ray imaging and for cargo screening, we continually strive to do so in ways which extend access to advanced care, improve clinical outcomes, optimize safety and make a positive impact on the communities where we operate."

Two years ago, Varian commenced a company-wide undertaking to examine sustainability performance and identify challenges and opportunities to be addressed over time. This effort involved the close participation of senior leaders from all divisions, key geographies, and core functions.

Varian's Sustainability Report 2012 is available to download at: [http://www.varian.com/us/corporate/corporate\\_citizenship/corporate\\_social\\_responsibility.html](http://www.varian.com/us/corporate/corporate_citizenship/corporate_social_responsibility.html)

## Patients can now shower without the fear of getting their PICC line wet

LimbO has been serving professionals and patients for the last seventeen years with our waterproof protectors for casts and dressings. We are currently the UK's leading manufacturer in waterproof limb covers and are proud of our excellent customer service and fast delivery times. You can find our information in over 700 hospitals and clinics including orthopaedics, podiatrist, diabetes clinics, and oncology units.

LimbO range of waterproof protectors are a PVC cover strengthened with nylon thread. We use a soft



neoprene seal which is designed not to restrict blood flow but to create a friction barrier against water.

We also manufacture PICC line covers (known as M65 and M75) so patients can now shower without the fear of getting the PICC line wet. The two seals grip above and below the limb joint to form a watertight sleeve which will last throughout the patient's treatment.

For more information: T: +44 (0)1243 574694, W: [www.limboproducts.co.uk](http://www.limboproducts.co.uk)  
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## Lord Lieutenant of West Sussex Presents Queen's Award for Enterprise to Elekta

Her Majesty's Lord Lieutenant of West Sussex officially presented The Queen's Award for Enterprise 2012: International Trade to Elekta, a leading global medical technology company dedicated to oncology and neuroscience clinical advancements. Dignitaries representing The Queen, West Sussex County Council, Crawley Borough Council and local Crawley MP, The Rt. Hon. Henry Smith, attended the ceremonial presentation.



The Queen's Award, confirmed in April 2012, is the UK's highest accolade for business success, and acknowledges continuous improvement in Elekta's overseas sales. Elekta's steady growth of exports is calculated at 131 percent over the last six years. In addition to The Queen's Award presentation, the official party toured Elekta and participated in an informal reception.

"The presentation of The Queen's Award was a celebration of the skill and commitment of our staff and the support of valued customers at home and overseas," says Bill Yaeger, Executive Vice President Elekta Oncology. "Crawley is world renowned as the home of the digital linear accelerator, and we are pleased that Elekta's employees and clinical partners can be proud of The Queen's Award and in our tradition of improving the lives of individuals with cancer."

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## Siemens announces plans for UK syngo training facility

Siemens Healthcare is to open a UK based training facility for syngo<sup>®</sup>.via customers at its headquarters in Frimley, Surrey. The Siemens syngo.via Training Academy will enjoy state-of-the-art training facilities for the provision of specialist IT and Clinical Application training courses. The aim is to support Siemens' installed customer base to enhance their experience and knowledge with the solution's capabilities, including efficient and structured workflows, plus networking images across modalities, mobile devices or web browsers.



Siemens Healthcare is to open a UK based training facility for syngo<sup>®</sup>.via customers at its headquarters in Frimley, Surrey.

Over 60 syngo.via systems are currently installed in the UK alone, and the increased demand for targeted training has prompted Siemens to establish plans for a national training base. This ensures customers can have easy and cost effective access to specialist training without the need for expensive international travelling. The Siemens syngo.via Training Academy is planning to hold its first training courses in the autumn and Siemens will contact its customers with a timetable once the schedule has been finalised.

syngo.via is a multi-modality advanced visualisation solution that automatically prepares cases for reading and reporting according to condition-specific requirements. As part of the syngo family of products from Siemens Healthcare, syngo.via can either be used as a standalone device or integrated with a variety of other applications from the range, such as syngo.plaza PACS.

For further information visit: <http://www.siemens.co.uk/healthcare>

## Brain Tumour Research inviting prospective centres to partner with us

We are delighted to announce that the continued growth of the charity Brain Tumour Research and our family of member charities brings us closer to achieving our mission of raising at least £7 million per annum in order to support seven centres of dedicated brain tumour research across the UK. We are proud to now be in a position to build on the encouraging results we are seeing through funding the centre at the University of Portsmouth, to be able to contribute further to accelerating progress in brain tumour research in the UK, by inviting prospective centres to partner with us, so that together we can continue to make a clinical difference and most importantly improve the outcomes for brain tumour patients.

It is our strategic goal at this stage to support the development of dedicated centres of brain tumour research by providing funding towards programmes of research. This will enable sharing of knowledge through critical mass and will promote the future sustainability of brain tumour research in the UK instead of funding individual project grants. Our criteria for selection includes: centres where brain tumour research is already being carried out, where the lead investigator has a track record of brain tumour research including peer-reviewed publication, where the programme of research is unique and shows evidence of collaboration with other centres.

We are looking to support the development of a further one or two centres dedicated to brain tumour research with a programme that demonstrates a balance of projects which may include studies on high and / or low grade tumours, specific tumour types, affecting adults, children or both.

We are asking investigators to submit a one page (500 words) summary of your plans, outlining the programme of research that will be undertaken and demonstrating how your centre matches our criteria and can meet our conditions, supported by relevant documentation, and sent to me by email to [sue@braintumourresearch.org](mailto:sue@braintumourresearch.org) by Friday 2nd November 2012.

If you require further the information pack or would like to discuss this further please do not hesitate to contact me on 01296 733011.

Yours in hope  
Sue Farrington Smith  
Director, Brain Tumour Research



## UK Center Combines Elekta's Agility Beam-shaping Solution with Fast VMAT Delivery

Less than three months after beginning clinical use of their Elekta Agility™\* 160-leaf MLC, physicians at The James Cook University Hospital have achieved another benchmark – their first use of Agility to deliver radiation therapy employing VMAT. The ability to accelerate both beam shaping and beam delivery with Agility and VMAT cut 57 seconds off the beam delivery time of the patient, a 61-year-old male with prostate cancer.

The patient received his first treatment fraction, a single 200-degree VMAT arc, which took just 83 seconds to deliver. In comparison, a three-field 3D conformal treatment would have taken 140 seconds, a 40.7 percent reduction in beam delivery time. When factoring in image guidance, the total treatment time-savings was 72 seconds.



"This was our first experience with VMAT and it went very well," says Christopher Walker, Head of Radiotherapy Physics at The James Cook University Hospital. "The treatment speed not only reduces the likelihood that the patient will move and that the internal organs will shift position, but it also contributes to faster patient throughput. With Agility / VMAT we expect to be able to treat five patients per hour."

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\*Agility is CE marked but not available for sale or distribution in all markets. Please contact the local Elekta representative for details.

## Cancer Centre Uses High Intensity Mode on Varian TrueBeam

Clinicians at Beatson West of Scotland Cancer Centre in Glasgow have commenced brain radiosurgery treatments that enable patients to spend less time on the treatment table while aiding precision by minimising the chance of movement during treatment. Doctors at the Centre have begun delivering the pioneering treatments using a TrueBeam™ STx linear accelerator from Varian Medical Systems.

A 71-year-old female with breast cancer that metastasised to her brain received treatment for two small brain metastases – just 5mm and 6mm in diameter – in a single treatment. "Reducing the time the patient spends on the treatment couch reduces the opportunity for movement during the treatment, which helps enhance precision," said clinical oncologist Dr Brian Clark.

In addition to the High Intensity Mode, the first treatment utilised Varian's RapidArc®



technology for dose delivery. RapidArc makes it possible to complete a precise treatment by delivering dose continuously during just one or two rotations of the machine around the patient. During treatment,

the beam is continually reshaped to conform the dose to the size, shape, and location of the tumour and minimise the dose to surrounding healthy tissue. By using a two-arc approach and delivering the dose at 2400 monitor units per minute doctors were able to deliver the full prescribed radiosurgery dose of 25 Gy within a single session, with a "beam on" time of five minutes.

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## NCRI – Essen BioScience – Stand No 53

Essen BioScience Inc, a global provider of life science research tools and services, will be showing its new live-cell imaging system the IncuCyte ZOOM™, as well as an expanded line of novel CellPlayer™ reagents specifically developed by Essen for use on the platform.

A unique aspect of the IncuCyte is the ability to acquire images automatically from within the user's own cell culture incubator, enabling around-the-clock observations without removing the cells from their physiological environment. Integrated software provides full quantification of the real-time biological processes under observation. New



features on the ZOOM include multi-fluorescent colours, support of multiple magnifications, enhanced phase contrast processing and more speed. With a strong focus on cancer applications new CellPlayer™ reagents, assays covering migration, invasion, apoptosis, cytotoxicity, angiogenesis, proliferation and the IncuCyte Zoom are an invaluable fully-integrated solution for quantitative long-term kinetic biology.

To learn more about the approach we call Live Content Imaging visit us at NCRI stand 53 or W: [www.essenbio.com](http://www.essenbio.com)

## Latest on alternative treatment for malignant ascites

New data on the treatment of malignant ascites with Removab® (catumaxomab) showed maintenance of quality of life during therapy and an improvement after treatment. This may be attributed to the improvement of ascites symptoms and the fact, that the majority of patients had no therapeutic ascites puncture until their death. [1]

As Hani Gabra, Professor of Medical Oncology, Imperial College London says: "Drainage of malignant ascites by paracentesis is an invasive procedure that is strictly palliative. Treatment effect is of short duration and requires

repeated paracenteses. For a condition such as this the therapeutic options are limited and it is good to have an alternative to consider."

Contact [nigel.foulkes@fresenius-biotech.com](mailto:nigel.foulkes@fresenius-biotech.com), call 07800 708485 or visit [www.removab.com](http://www.removab.com) for further details about Removab®, an alternative treatment for malignant ascites in patients with EpCAM-positive carcinomas.

1. Lordick F et al. Maintenance of quality of life in patients with malignant ascites during treatment with the trifunctional antibody catumaxomab: results from the phase III b CASIMAS trial. ESMO 2012; abstr. 1596P



## Varian's 'GPS for the Body' Real-Time Tracking System

Clinicians at the Harley Street Clinic in London are using the Calypso® 'GPS for the Body' system from Varian Medical Systems to provide real-time tracking of tumours during prostate cancer radiotherapy treatments.

"This really is the gold standard for real-time tracking and we are finding that as patients learn about the system, an increasing number are requesting that we make use of Calypso transponders during their treatments," said Neil Livingstone, treatment superintendent. "We hope that an increase in precision may help minimise radiation to healthy tissue while giving our clinicians additional confidence to deliver higher doses."



At the Harley Street Clinic, clinicians are using the real-time tracking capabilities of Calypso to reduce the amount of healthy tissue exposed to the treatment beam. Three Calypso transponders are inserted into the prostate, where they provide continuous real-time information. The position of the markers is tracked continuously throughout a treatment session to help keep the beam on target. If the targeted area moves outside the treatment beam, the treatment is

automatically halted.

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## NCRI – Paxman – Stand No 45 Saving hair, preserving dignity, retaining confidence

As a UK based Company with a national and international presence Paxman continues to be the preferred and most used scalp cooling system within the United Kingdom.

The revolutionary Paxman hair loss prevention system is responsible for helping thousands of cancer patients to maintain an outwardly 'normal' appearance whilst undergoing their chemotherapy treatment.

Our mission of continuous advancement in scalp cooling technology ensures patients worldwide can attain the best possible results, keep their hair and maintain their dignity at this difficult time. It is well documented that chemotherapy-induced hair loss has a negative impact on patients' psychosocial wellbeing and anything that can help maintain a positive attitude is to be encouraged.

Help raise awareness and join our campaign for scalp cooling to be offered as the standard treatment practice for all applicable cancer patients undergoing chemotherapy in the UK!

For further information visit:  
[www.paxman-coolers.com](http://www.paxman-coolers.com) [www.coolheadwarmheart.co.uk](http://www.coolheadwarmheart.co.uk)  
@Paxmancoldcap  
@CHWHcampaign



## Give BTR Christmas Cards, Host a Christmas Gift Party... Give Hope

Brain Tumour Research Christmas Cards start from just £3 per pack of 10, providing another opportunity to help improve outcomes for the thousands of patients and their families living with the diagnosis of a brain tumour.

You can ask for a mixed box of Christmas Cards to sell or host a Christmas gift event. Request a donation in return for drinks or supper sell Christmas cards, jewellery, clothes and gifts, and hold a raffle.

Proceeds are approx £2 per pack and go directly to funding much needed brain tumour research and help find a cure for this most devastating of diseases, which kills more children and adults under the age of 40 than any other cancer.

W: [www.braintumourresearch.org](http://www.braintumourresearch.org)

or E: [sarah@braintumourresearch.org](mailto:sarah@braintumourresearch.org).

To send personalised Christmas cards, visit [www.charitychristmascards.com](http://www.charitychristmascards.com), up to 50p per card is given directly to Brain Tumour Research. Choose your design, select the card, personalise it, preview, select quantity, add to order and choose Brain Tumour Research as your selected charity on the order form... It's that simple.

