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The West Clinic Helps Launch National Trial of Groundbreaking Non-Surgical Breast Cancer Treatment

Hune 15, 2015, Memphis--With its first successful procedure this week, The West Clinic (Memphis, TN) is helping to launch a groundbreaking multi-center clinical trial of cryoablation (exposure to extreme cold temperatures) to treat breast cancer without the trauma of surgery. Utilizing the innovative IceSense3 System to treat certain early stage tumors without scalpels, tissue removal or scarring, the ICE³ trial will significantly expand data on the technique. Potentially, it will usher in a new paradigm in the treatment of the disease.

According to Richard Fine, MD, who performed the procedure, it involves placing a small IceSense3 nitrogen-cooled probe into the center of a tumor to freeze it from the inside out. After the rapid temperature drop causes diseased cells to crack open and die, they are then absorbed by the immune system over time.

The benefits of cryoablation over traditional surgical tumor removal are significant, including faster recovery, improved cosmetic results, greater patient comfort, no need for general anesthesia or hospital operating room (O.R.), and lower cost. Cryoablation essentially involves a nick in the skin and the destruction of a tumor in place with minimal discomfort. The procedure is typically performed in a physician's office under ultrasound guidance in less than 20 minutes.

Cryoablation is well-established for the treatment of liver, lung, prostate and other cancers. Numerous more limited studies have validated its success in the treatment of breast malignancies, including a recent ACOSOG trial and extensive long-term studies in Japan. The IceSense3 Cryoablation System™, developed by IceCure (Caesarea, Israel) specifically for breast applications, has a long history of successful treatment of benign breast fibroadenomas and is being studied in various other malignant diseases including lung and kidney.

"We are extremely pleased to give select women an opportunity to take advantage of the clinical and quality-of-life benefits of this treatment and to see its full promise move rapidly towards fruition," says Dr. Fine. He points out physicians at The West Clinic have a long history in the use of cryoablation in various applications as well as in active research of innovative techniques in the diagnosis and treatment of breast disease.

The ongoing refinement of cryoablation technology itself makes treatment more effective. The IceSense3 device delivers a stable cycle of extremely cold temperatures and relies on a maneuverable, disposable probe and compact high tech console. For the first time, these advances make precise targeting of tumors extremely reliable.

The ICE³ trial is recruiting and following women aged 65 years and older diagnosed with certain tumor sub-type and measuring less than 1.5 centimeters in diameter. Crafted by a diverse and esteemed scientific advisory board, the trial is underway at 20 carefully selected sites throughout the United States. As a market leader in cryoablation treatment of breast disease, IceCure will utilize its resources to provide clinical and technological support to sites in the cancer trial.

About IceCure Medical

IceCure Medical is a medical device company that develops and markets minimally invasive, office-based cryoablation treatment solutions for women's health. Its support of patients and physicians through its Breast Health Options advocacy program embodies its firm commitment to affordable care. The proprietary IceSense3™ Cryoablation System offers a comfortable, ultrasound-guided procedure to treat breast tumors. The company was founded in 2006 with main offices in Caesarea, Israel and U.S. headquarters in Memphis, TN. For more information, visit www.icecure-medical.com, www.breasthealthoptions.com, and @CoverCryo on Twitter.

About West Cancer Center

In January, 2012, The West Clinic, Methodist Healthcare, and the University of Tennessee Health Science Center joined forces to establish West Cancer Center, a comprehensive, cancer center for the benefit of patients throughout the Mid-South. West Cancer Center is committed to be a world-class leader in oncology research and cancer care; enhance the lives of cancer patients through comprehensive, compassionate care; community outreach and collaborative efforts with community and academic physicians; and to promote understanding and treatment of cancer through innovative training programs, translational research and clinical discovery. Development of a translational medicine department with expansion of the Phase I clinical trial program and bone marrow/stem cell transplant program are in progress. West Cancer Center is involved in rapid learning initiatives in oncology and will leverage the assets of UT Health Science Center to promote population health and reduction of disparities for cancer care in our region. An active medical oncology fellowship program has expanded and plans are underway to initiate surgical and breast oncology fellowships.