



**For Immediate Release**

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## **New MRI Technology Helps Physicians Detect Prostate Cancer at Englewood Hospital**

**Englewood, NJ (April 7, 2011)** – Patients now have a new, cutting-edge tool in the fight against prostate cancer at Englewood Hospital and Medical Center ([englewoodhospital.com](http://englewoodhospital.com)). VividLook® is an advanced image analysis technology for prostate MRI that provides physicians and radiologists with more information to aid in diagnostic assessment of the prostate gland.

“Physicians have traditionally used the PSA blood test to screen for prostate cancer. However, this commonly used diagnostic test can sometimes produce unclear results,” said Dr. Mark Shapiro. “VividLook® allows us to see what is happening inside the prostate without requiring invasive procedures. Using this software in conjunction with MRI images allows us to more accurately detect cancer and make treatment decisions while potentially minimizing the number of prostate biopsies a patient may require. We are truly excited about the potential of this tool to enhance the diagnosis and treatment of prostate disease.”

Visualizing cancer within the prostate can be difficult because the prostate is small and found deep in the body. VividLook® produces vivid images that are generated by the movement of a contrast agent through the prostate over time. The software lights up areas of the prostate that have abnormal blood flow which can be caused by leaky blood vessels that are typically found in cancer. The images created by VividLook along with additional clinical information can assist physicians and radiologists in determining which tumors may be malignant and can help pinpoint tumor location and size.

According to the American Cancer Society (ACS), 1 in 6 men will develop prostate cancer over their lifetime, and in 2010 alone the ACS estimates more than 32,000 men will have died from the disease. Prostate cancer screenings can help men wanting to proactively minimize their risk.

### **About Englewood Hospital and Medical Center**

Englewood Hospital and Medical Center provides the highest level of compassionate, patient care and safety through a broad range of advanced clinical programs, treatments and diagnostic services. It is renowned for its bloodless medicine and surgery program, cardiac and vascular programs and its leadership in breast care, oncology and joint replacement services. Through its affiliation with the Mount Sinai School of Medicine and the Mount Sinai Consortium for Graduate Medical Education, this acute-care and community teaching hospital trains medical residents in many disciplines, including internal medicine, critical care medicine, surgery, pediatrics, podiatry, and pathology. Its Vascular Fellowship Program has trained a generation of world-class vascular surgeons. Additionally, many members of Englewood Hospital's medical staff serve as faculty at Mount Sinai. Englewood Hospital has earned numerous awards and accreditations from the Joint Commission, J.D. Power and Associates, HealthGrades, and other organizations. Englewood Hospital is among the six percent of hospitals nationwide honored by the American Nurses Credentialing Center with the prestigious Magnet™ status, the highest recognition for nursing excellence - a distinction earned three consecutive times by our nursing staff.

### **About iCAD**

iCAD, Inc. is an industry-leading provider of advanced image analysis and workflow solutions that enable healthcare professionals to better serve patients by identifying pathologies and pinpointing the most prevalent cancers earlier. iCAD offers a comprehensive range of high-performance, upgradeable Computer-Aided Detection (CAD) systems and workflow solutions for mammography, Magnetic Resonance Imaging (MRI) and Computed Tomography (CT). iCAD recently acquired Xofigo, Inc., developer of the Xofigo® eBx™ electronic brachytherapy system (eBx). Xofigo uses non-radioactive miniaturized X-ray tube technology and is FDA-cleared for treatment of early stage breast cancer, skin cancer and endometrial cancer. The Xofigo System is also cleared for use in the treatment of other cancers or conditions where radiation therapy is indicated including Intraoperative Radiation Therapy (IORT). For more information, call (877) iCADnow or visit [www.icadmed.com](http://www.icadmed.com).