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**Contact:**

John Jamieson  
Regional Medical Imaging  
[jjamieson@rmipc.net](mailto:jjamieson@rmipc.net)  
(810) 720-7575 x1424

Jeanne-Marie Phillips  
HealthFlash Marketing Communications  
[jphillips@healthflashmarketing.com](mailto:jphillips@healthflashmarketing.com)  
(203) 977-3333

## **Regional Medical Imaging Launches National Trial of Groundbreaking Non-Surgical Breast Cancer Treatment**

**Flint, Michigan – December, 2014** – With its fourth successful procedure, Regional Medical Imaging of Flint, Mich., 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 IceSense3 System to treat certain early stage tumors without scalpels, tissue removal or scarring, the ICE<sup>3</sup> trial will significantly expand data on the technique. Potentially, it could usher in a new paradigm in the treatment of the disease.

According to Dr. Linsey Gold of the Michigan Center for Breast Health, who performed several of the procedures, it involves placing a small nitrogen-cooled probe into the center of a tumor to freeze it from the inside out. The rapid temperature drop freezes diseased cells causing them to crack open and die; the dead cells are then absorbed by the immune system over time.

“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,” said Dr. Randy Hicks, co-owner and CEO of RMI who is spearheading the trial. “RMI is the breast health care leader in Michigan, and clinical trials such as this give us the opportunity to move cancer treatment forward.”

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



Cryoablation is well-established for treatment of liver, lung, prostate, and other cancers. Numerous, more limited studies validated its success in the treatment of breast malignancies, including a recent American College of Surgeons Oncology Group (ACOSOG) trial and extensive long-term studies in Japan.

The IceSense3 Cryoablation System™, developed by IceCure Medical (Caesarea, Israel and Memphis, Tenn.) specifically for breast applications, has a long history of successful treatment of benign breast fibroadenomas. It is being studied for various other malignant diseases including those affecting the lungs and kidneys.

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 ICE<sup>3</sup> trial is recruiting and following women aged 65 years and older diagnosed with certain tumor sub-types which measure 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. IceCure will utilize its resources to provide clinical and technological support to sites in the cancer trial.

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**Note:** For more information, several videos are available to review on YouTube. Search “Icecure Medical” to view the channel.

#### **About Regional Medical Imaging**

Regional Medical Imaging is mid-Michigan’s premier outpatient-based imaging company with locations in Flint, Fenton, Davison, Grand Blanc, and Saginaw. A privately-owned firm founded in 1985, RMI is committed to personal attention and respect for patients in a convenient, clean, comfortable setting. The motto “Our family taking care of your family” is the core philosophy of RMI. We’re nationally recognized for excellence, and strive to be leaders and innovators in diagnostic and interventional radiology. To learn more about this unique company, visit [www.rmipc.net](http://www.rmipc.net).

#### **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](http://www.icecure-medical.com), [www.breasthealthoptions.com](http://www.breasthealthoptions.com), and @CoverCryo on Twitter.

#### **About Michigan Center for Breast Health and Dr. Linsey Gold**

The Michigan Center for Breast Health is dedicated to breast disease management, breast cancer risk management, breast primary care, breast disease diagnostics and breast surgical oncology. At the Michigan Center for Breast Health, we are focused on the ongoing breast health of our patients – those following annual screening guidelines with us, those in follow up to past biopsy, those at high risk for breast cancer, and those undergoing a diagnostic process in our office. See <http://mcfbh.com> for more information.