

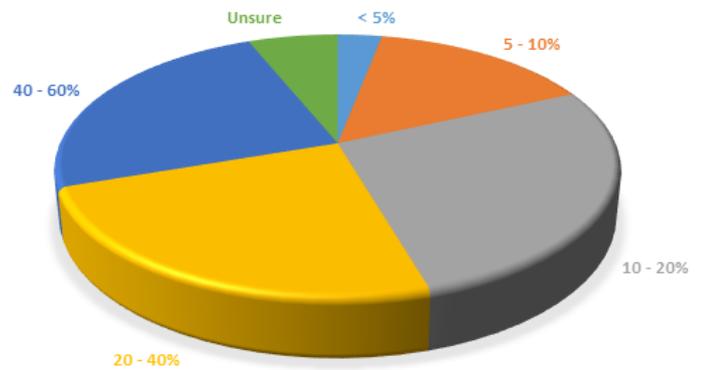
Welcome to our March 2017 newsletter, bringing you a snapshot of our recent and upcoming activities

## Cancer Survivor Clinical Survey Sparks Strong Response

With the serious adverse effects of iron overload well documented, concerns are being raised about the incidence of transfusional iron overload in cancer survivors as a result of their treatment regimes. Resonance Health asked experts in the management of cancer survivors to complete a survey on clinical practice in monitoring and treatment of iron overload in this cohort. We had a strong response with over 30 expert clinicians from 11 centres of excellence across the globe completing the survey. We are delighted to report that screening and monitoring of these patients with FerriScan®, the globally recognised gold standard for measurement of liver iron concentration, is becoming recognised as a key tool in the management of transfused cancer survivors. Almost 40% of respondents are now using Ferriscan in some capacity. An overwhelming 93% of respondents expressed that in particular, screening could be improved at their centre. We will continue to work closely with clinicians in the field to optimise patient care through screening and ongoing monitoring using FerriScan.

Cancer survivors who have had more than 10 blood transfusions as part of their cancer treatment are considered to be at greater risk of transfusional iron overload. Over a quarter of the experts completing the survey estimated that between 10% to 20% of their cancer survivors had received more than 10 transfusions, with half estimating this figure to be greater than 20%. The survey results also indicate that there are a diverse range of cancers requiring multiple blood transfusions, rather than being limited to particular cohorts. These results identify a significant population of patients who may be at risk of iron toxicity and would benefit from improved screening.

WHAT PERCENTAGE OF YOUR CANCER SURVIVORS WOULD YOU ESTIMATE HAVE HAD > 10 TRANSFUSIONS?



Key shows estimated percentage of patients with >10 transfusions

Despite recent opinion cautioning against reliance on serum ferritin as an accurate predictor of iron burden, over 70% of respondents use serum ferritin as an indicator of iron overload. The lack of clinical guidelines on the use of quantitative MRI measurement of iron overload in cancer survivors was stated as a challenge to the use of FerriScan.

Resonance Health will continue to partner with the clinical community to add value to local screening programs, advocate appropriate guidelines, and minimise the risk of iron toxicity and late effects in this vulnerable patient cohort. We would like to thank all of the participants for sharing their expertise on this topic. To view the full report please [click here](#) and for further information on partnering with us to improve health outcomes in this area please contact [alisonl@resonancehealth.com](mailto:alisonl@resonancehealth.com).

## Conference Round Up

Resonance Health has had a busy start to 2017 with our teams attending two important cancer survivorship conferences across the US and UK. These have allowed us to network and collaborate within the global clinical community to assist with the monitoring and ongoing care of cancer survivors. Attendance was invaluable to our continued efforts to educate and promote awareness of the risk of iron toxicity and fatty liver in cancer survivors as a result of their treatments.

The first conference attended by the team this year was the Cancer Survivorship Symposium over in San Diego in January. Our team had the opportunity to liaise and collaborate directly with the American Society of Clinical Oncology (ASCO) on the possibility of implementing the monitoring of iron overload into the ASCO guidelines for cancer survivorship care. The conference also provided the opportunity for our team to expand FerriScan's accessibility for patients and clinicians in the US.

The Cancer Survivorship Summit held in London in February was the second conference attended by Resonance Health so far this year, with our UK-based team attending. The prospect of adding FerriScan and HepaFat-Scan to the National Health Service (NHS) initiatives and guidelines on the management of cancer survivors was explored. We were also able to network with a diverse group of attending delegates, as invaluable discussions took place on the topic of iron toxicity in cancer survivors and the role of FerriScan in the assessment and monitoring of iron overload.

To read more about our involvement at these conferences please [click here](#) and for more information regarding iron toxicity or fatty liver in cancer survivors please email [alisonl@resonancehealth.com](mailto:alisonl@resonancehealth.com).

## Customer in Focus: Sharing Best Practice with HepaFat-Scan: Canberra Imaging Group

Formed in the 1950s, Canberra Imaging Group (CIG) is one of the longest established medical imaging practices in Canberra and is fully committed to excellence in all areas of diagnostic and interventional imaging. CIG in Australia commenced collaborations with Resonance Health in 2011, initially being setup as a FerriScan® provider for non-invasive monitoring of iron overload. Always striving to meet clinicians' needs for the most recent advances in medical imaging technologies, a clinician's request led CIG to add Resonance Health's regulatory cleared HepaFat-Scan® to their service offerings. CIG is among the first radiology centres globally to provide HepaFat-Scan for clinical patient management.



HepaFat-Scan allows general practitioners and specialists referring to CIG to non-invasively measure volumetric liver fat fraction (VLFF) in their patients, providing a quantitative measurement of the percentage of fat in the liver. This measurement has application in a broad range of disease indications including non-alcoholic fatty liver disease, diabetes and metabolic disease, liver and bariatric surgeries, and in combination with FerriScan, unexplained hyperferritinaemia.

Resonance Health's Operation's Manager, Emma Stone, commented:

*"Resonance Health is proud to partner with Canberra Imaging Group towards our shared vision of excellence in medical imaging. Optimal patient management is of upmost importance, and together we are able to assist clinicians and patients to achieve this goal. We have been delighted with the increasing number of sites over the past year who are setting up HepaFat-Scan at their centres to deliver accurate and repeatable liver fat measurements for a diverse range of clinical indications."*

[Click here](#) for further information regarding HepaFat-Scan. If you would like to set up your organisation for the provision of HepaFat-Scan or FerriScan, please email [alisonl@resonancehealth.com](mailto:alisonl@resonancehealth.com).

## R&D Update: Resonance Health Looks Toward 3T MRI Scanners

Resonance Health continues to look towards the future of medical imaging solutions and services with research into the compatibility of our FerriScan and HepaFat-Scan technologies on 3 Tesla (3T) scanners. With the aim of improving accessibility to our services, and to assist our radiology partners, our team is investigating the calibrations required. To help us with this exciting project, existing collaborators are assisting with the data collection; with this work already underway for HepaFat-Scan.



We would be delighted to learn more about the level of interest in delivering the FerriScan and HepaFat-Scan service on 3T scanners. We would also welcome additional collaborations from any customers with both a 1.5T and 3T scanner who are interested in contributing to this work. Please contact [emmas@resonancehealth.com](mailto:emmas@resonancehealth.com) with feedback on the relevance of this project to your organisation or if you wish to get involved in progressing this initiative.

## New FerriScan Literature

Resonance Health continually looks for ways to improve the literature and resources we have available to our customers. Our team has recently prepared some new material that can be viewed below, with a complete list of all our resources and publications available [here](#).

- [FerriScan FAQs – Clinicians](#)
- [FerriScan FAQs – Patients](#)
- [FerriScan Case Study Collection](#)

Please feel free to print and share these resources with any relevant parties, including your patients and referring clinicians. We also welcome you to send in any suggestions and feedback you have on any other materials that would be helpful to you or your patients. To do so, please email [emmas@resonancehealth.com](mailto:emmas@resonancehealth.com) with your recommendations.

## Team Member in Focus: Account Manager: Alison Laws



Since joining Resonance Health in late 2016, Alison has been instrumental in the planning and execution of our cancer survivor campaign, including recent attendance at the Cancer Survivorship Symposium in San Diego earlier this year. As Account Manager, Alison is also regularly involved in the discovery of new business opportunities for our FerriScan and HepaFat-Scan technologies, as well as a key figure in the collaboration and communication with various clinicians, patients, and key opinion leaders across the globe.

Before joining Resonance Health, Alison had previously worked as a commercial analyst with business development and administration experience. In what little spare time Alison does get, she loves to devote it to spending time with family and friends, reading a good book, and traveling to new and exciting places. Alison also considers herself to be quite the closeted architect.

## Conference Season Ramps Up...

We are currently preparing for a busy conference season in the coming quarter. We look forward to seeing many of you at the following events.



### **57<sup>th</sup> Annual Scientific Meeting – British Society for Haematology, Brighton**

27 – 29 March 2017

As this newsletter goes to press, our team will be attending the BSH Annual Scientific Meeting to profile our FerriScan technology. This conference will cover a range of haematological conditions and allow the opportunity to discuss the latest developments and optimal management of iron overload. [Read more...](#)

### **New Understanding of Genetic Haemochromatosis – The Haemochromatosis Society, Birmingham**

31 March 2017

The focus of this conference is to explore and debate new understandings of the pathology, diagnosis, and management of genetic haemochromatosis. Resonance Health's Prof. Tim St Pierre is an invited speaker at this event and he and the team will have the opportunity to interact with leaders in the field and explain the role of FerriScan in improving health outcomes. [Read more...](#)

### **European Association for the Study of the Liver Annual Meeting (EASL), Amsterdam**

19 – 23 April 2017

Resonance Health's Chief Scientific Officer, Prof. St Pierre, and Clinical Manager, Dr Sherif Boulos, are attending the EASL conference to meet with customers and potential collaborators to discuss the use of the FerriScan and HepaFat-Scan technologies. Our team will also be contributing to the Liver Forum held on the 18<sup>th</sup> of April. [Read more...](#)

### **11<sup>th</sup> Annual SCD Research and Educational Symposium, Fort Lauderdale**

28 – 30 April 2017

Our US-based team will be attending to provide further information on FerriScan in the setting of sickle cell disease; where it is ideally suited to assist with the diagnosis, monitoring and management of iron overload. Come and meet our new East Coast US Hospital Specialist at this event.

[Read more...](#)

### **Pan-European Consensus Conference on Newborn Screening for Haemoglobinopathies, Berlin**

29 – 30 April 2017

This 2 day conference will provide invaluable discussions on sickle cell disease (SCD) in relation to the national newborn screening programs across the European region. Resonance Health will be attending this event to engage with key opinion leaders on the optimal management of SCD.

[Read more...](#)

### **UK Haemoglobinopathy Forum: 44<sup>th</sup> Academic Meeting, London**

15 May 2017

UKFHD's Academic Meeting allows experts from across the globe to come together to discuss and collaborate on the latest in haemoglobinopathy research. Our UK-based team will be in attendance to discuss the role of FerriScan in the treatment and monitoring of patients. [Read more...](#)

### **European Hematology Association (EHA), Madrid**

22 – 25 June 2017

The EHA congress is Europe's premier haematology event and provides extensive updates on clinical practice, research, and practices. Resonance Health's Tim St Pierre, Susanna Katy-Davies, and Melanie Baxter will all be attending to share knowledge and promote awareness of the FerriScan technology. [Read more...](#)

## Coming Next Issue...

- R&D and Clinical Study Update
- Conference Round Up
- Introducing Our New US Representative