

SENO'S SCIENTIFIC RECEPTION BRINGS WORLD RENOWNED LEADERS TOGETHER

By: [BARBARA LIND] Photography By: [JONATHAN ALONZO]

Seno Medical Instruments hosted its first annual scientific reception for its Scientific Advisory Committee and a select group of San Antonio physicians. The reception included presentations by Dr. Alexander Oraevsky, the father of the science of medical opto-acoustics; a renowned NIH principal investigator and Dr. Marc Feldman, a professor of medicine at UTHSC and the co-founder of CardioSpectra. The event intended to bring together Seno's medical thought leaders and San Antonio physicians and scientists to explore and interact with opto-acoustic technology, a cutting edge technology, to lend to their clinical practice experience needs.

"Today's technology is simply outdated. Modern technology components are now allowing the next generation of healthcare tools to be developed which will reveal the next level of

understanding and treatment for human ailments," says Dr. Tom Budinger, a member of Seno's Scientific Advisory Committee. Seno's opto-acoustic technology is the first new functional imaging modality in decades. since PET and MRI were invented. "The dialogue and excitement among the researchers and scientists combined with drive and passion of Seno's management is truly amazing," said Dr. Arturo Bonilla, founder of the Microtia-Congenital Ear Deformity Institute

Dr. Bill Keane, chief medical officer for Seno Medical, formerly global head of Merck & Company's R & D and Clinical Affairs elaborated on the current risks associated with existing functional imaging tools, such as the use of contrast agents with MRI. "Using light and sound are ideal

ways of obtaining the critical information a physician needs without causing complications or future conditions that need additional treatments. It is a big breakthrough for patients and physicians alike," says Keane. "For example, oncologists currently have a code available that would allow them to image cancer patients daily to determine the efficacy of drug treatment, but the available tools of PET and MRI cannot be frequently administered due to harm to patients. The opto-acoustic device can be used daily in monitoring of treatment since there are no harmful side effects to patients."

"Although the initial target of our technology is breast cancer, it is one of a dozen potential cancer applications and there are many more areas where these techniques will be able to bring a sophisticated level of imaging,

diagnosis and monitoring of treatment in the future," says Dr. Oraevsky. "These discussions and collaborative efforts are crucial in expanding the awareness and understanding of these new technologies. As we bring these scientific capabilities to market there are more and more ideas to consider from a variety of perspectives. The thoughts and insight of such capable and knowledgeable physicians are invaluable to our community and patients." The presentations and discussions included Seno Medical's executive management and technical team and other members of the Scientific Advisory Committee including Dr. Bob Kramer, founding member of the Susan G. Komen Foundation Advisory Board and the head of Seno's Scientific Advisory Committee as well as Dr. Les Crawford, former head of the FDA.



- DR. THOMAS BUDINGER, MEMBER OF SENO MEDICAL INSTRUMENTS SCIENTIFIC ADVISORY COMMITTEE
- DR. ROBERT I. KRAMER, CHAIRMAN OF SENO MEDICAL INSTRUMENTS ADVISORY COMMITTEE
- DR. MARC FELDMAN, CARDIOLOGY



- JUNE WHITNEY, DIRECTOR OF INVESTOR RELATIONS, SENO MEDICAL INSTRUMENTS, INC.
- DR. LESTER M. CRAWFORD, MEMBER OF SENO MEDICAL INSTRUMENTS, INC. SCIENTIFIC ADVISORY COMMITTEE
- JANET CAMPBELL, CHAIRMAN & CEO, SENO MEDICAL INSTRUMENTS, INC.



- DR. J. ARTURO BONILLA, FOUNDER, MICROTIA-CONGENITAL EAR INSTITUTE
- DR. PETER BERARDO, RADIOLOGY
- DR. JUAN A. BONILLA, HEAD & NECK SURGERY, OTOLARYNGOLOGY



- LEO B. WOMACK, FAIRWAY MEDICAL
- DR. DANIEL TREVINO, PEDIATRICS
- DR. JUDE V. ESPINOZA, RADIOLOGY
- DR. ALEXANDER ORAEVSKY, CHIEF SCIENTIFIC OFFICER, SENO MEDICAL INSTRUMENTS, INC.
- DR. MARK CASILLAS, ORTHOPEDIC FOOT & ANKLE SURGEON
- DR. LANCE E. JACKSON, OTOLARYNGOLOGY / NEUROLOGY: ADULT & PEDIATRIC