



ASX : IPD

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## **ASX ANNOUNCEMENT / MEDIA RELEASE**

### **Premier Bligh opens ImpediMed's US headquarters**

Premier Anna Bligh opened the US headquarters of Brisbane medical devices company ImpediMed at the *Bio International Convention* in San Diego today.

ImpediMed CEO Mr Greg Brown said the Premier's opening of ImpediMed's new 11,000 sq ft San Diego facility, designed to allow the company to undertake more efficient and effective servicing of its medical devices, was yet another step in the company's expanding international operations.

"This is an exciting day for us. The opening of the San Diego office brings us another step closer to being a truly international company in terms of our operations and in more effectively accessing the US\$4.4 billion global cancer medical devices market," he said.

"The opening of our San Diego office means we will now be able to offer our customers in the US real time support for the first time. We will also now have the ability to turn around service and repairs in the US within 24 hours, which is crucial for any medical device company in the US given the service orientated nature of this market."

Mr Brown said San Diego would become the company's US operational headquarters for some manufacturing, customer service, customer training, stocking, technical service, reimbursement, instrument service and regulatory services. Impedimed's sales and marketing group has been based in New York State for 3 years and focuses primarily on sales and marketing activities.

Brisbane will remain the base for ImpediMed's corporate head office from which it will operate its investor relations activities, corporate development, finance, IP, website, public relations, clinical trials, Australian/New Zealand and global sales/distributor management (excluding US), and applied research. Manufacturing for Japan, Europe, South East Asia and Australia/NZ will be based out of Sydney.

ImpediMed is the only medical device with an FDA clearance in the United States for the clinical assessment by Health Care Providers of secondary lymphoedema in the arm.

Lymphoedema is a debilitating disease impacting on more than 300,000 people in Australia, but is particularly prevalent in breast cancer patients sufferers with twenty per cent (2,500) of the 11,000 Australian women diagnosed with breast cancer each year developing secondary lymphoedema. Lymphoedema causes chronic swelling of the limbs caused by the failure of lymph glands to drain properly as a consequence of cancer treatment.

A recently published longitudinal study conducted by the Queensland University of Technology of almost 300 Australian women diagnosed with breast cancer has found ImpediMed's bioimpedance spectroscopy to be the most direct, accurate and reliable method for assessment and diagnosis of secondary lymphoedema.<sup>1</sup>

The study reinforced recent findings of the US National Institutes of Health, National Naval Medical Center, George Mason University Study,<sup>2</sup> which found preoperative assessment of breast cancer patients enabled clinicians to diagnose early and successfully treat this debilitating condition.

Mr Brown said that with more and more people surviving cancer, emphasis would increasingly be focused on quality of life for cancer survivors and the shift in treatment paradigm to one of early diagnosis and early intervention.

"ImpediMed's medical devices have brought pioneering technology to the market. It is becoming increasingly clear from studies being conducted in Australia and around the world that bioimpedance spectroscopy technology is emerging as the most accurate and reliable method for the early diagnosis of lymphoedema."

Mr Brown said ImpediMed's sophisticated reimbursement plan was well advanced in the US and was confident that once the L-Dex U400 was cleared by the FDA, it would accelerate adoption of bioimpedance technology as a diagnostic tool.

**ENDS**

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1. Lymphoedema Secondary to Breast Cancer: How Choice of Measure Influences Diagnosis, Prevalence and Identifiable Risk Factors, *Lymphology* 41 (2008) 18-28.
2. National Institutes of Health, National Naval Medical Center, George Mason University Study Published in *Cancer* demonstrates the importance of physicians' shift to baseline measures and ongoing 'Surveillance' Model for the successful management of common, debilitating condition: <http://www3.interscience.wiley.com/cgi-bin/abstract/118821880/ABSTRACT>.
3. European CanCer Organisation, Cancer survivors are living "in limbo" with unmet needs for care, 29 May 2008: <http://www.ecco-org.eu/News/News>
4. National Breast and Ovarian Cancer Centre: [http://www.nbcc.org.au/bestpractice/lymphoedema/documents/FINAL\\_evidence\\_review\\_SL\\_March2008.pdf](http://www.nbcc.org.au/bestpractice/lymphoedema/documents/FINAL_evidence_review_SL_March2008.pdf), page 9.

**• About ImpediMed Limited:**

ImpediMed Limited develops and globally markets medical device systems for use in non-invasive screening and monitoring of human disorders and diseases.

ImpediMed's primary product range consists of a number of medical devices that enable the early detection and monitoring of secondary lymphoedema in cancer survivors before the onset of symptoms that are detectable using the most commonly used clinical technique.

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