



## IBA Launches New Visicoil™ Twin-Line for Safer and Faster Fiducial Marker Placement

*New VISICOIL Twin Line offers TWO Pre-Spaced VISICOIL Markers in One Needle to improve consistency of marker separation and patient comfort by requiring fewer needles.*

**Schwarzenbruck, Germany, October 26<sup>th</sup>, 2012** – IBA (Ion Beam Applications S.A.), the global high-tech leader in the next generation of radiation therapy and diagnostics for the treatment of cancer, announces the launch of the new VISICOIL Twin-Line fiducial marker at the annual meeting of the American Society for Radiation Oncology (ASTRO) - ASTRO booth #3019. This innovative new solution includes two VISICOIL markers separated by a bio-resorbable spacer. It offers all the clinically proven benefits of VISICOIL but “automatically” aids the physician to place both markers with a consistent 2cm “Center to Center” distance with a single implantation needle.

VISICOIL Twin-Line offers clinical benefits associated with fewer and smaller needles; less bleeding and edema along with improved patient comfort. IBA’s patented VISICOIL linear fiducial markers are an important component in the effort to increase targeting accuracy in Radiation Therapy applications such as IGRT, IMRT, CRT, PT and SBRT.

“We are very pleased to add this new innovative product to our VISICOIL portfolio. Certain SRS/SBRT treatment modalities require minimum and consistent spacing between fiducial markers which is often challenging to achieve without the benefit of a spacer design”, said Kevin Reynolds, VISICOIL Product Manager at IBA “VISICOIL Twin-Line will help increase the speed and consistency of placing markers helping make the physician’s job easier in providing excellent care for their patients.”

### **About IBA**

IBA (Ion Beam Applications S.A.), is the global high-tech leader in next generation radiation therapy and diagnostics of cancer. The Company’s expertise lies in the development of next generation proton therapy technologies and radiopharmaceuticals that provide oncology care providers with premium quality services and equipment, including IBA’s leading fully integrated IntegraLab<sup>®</sup> radiopharmacy system, and Dosimetry advanced solutions for Quality Assurance of medical equipment and increased patient safety.

Headquartered in Belgium and employing more than 1,200 people worldwide, IBA currently has installed systems across Europe and the US and is expanding into emerging markets. The Company is focused on building sustainable global growth for investors by providing solutions in the fight against cancer.

### **About VISICOIL™**

VISICOIL is manufactured by RadioMed Corporation which was founded in 1997 as a private corporation and became part of IBA in 2003. VISICOIL is a patented (US Patent 8,027,712) helically



wound gold coil available in various diameters and lengths to aid in the treatment of a range of radiation therapy techniques that target the prostate, lung, liver, pancreas, breast and various other organs.

The [clinical success](#) of focused, dose-delivery procedures such as image guided radiation therapy (IGRT) and conformal radiation therapy (CRT) is based on the accuracy of target identification and precise patient positioning. VISICOIL's flexible coiled markers allow for accurate tumor localization, using a variety of visualization techniques. VISICOIL is a general-purpose implanted fiducial marker. The marker is indicated for use to radiographically mark soft tissue for future therapeutic procedures, per US FDA cleared 510(K). For more information about VISICOIL, please visit [www.VISICOIL.com](http://www.VISICOIL.com).

**Media Contact:**

Kevin Reynolds  
VISICOIL Product Manager  
IBA America - RadioMed Corporation Bartlett, TN.  
Tel: (901) 432-7202  
[Kevin.reynolds@iba-group.com](mailto:Kevin.reynolds@iba-group.com)