

## Magseed Press Release Template

Title Option 1: (Hospital Name) is Among First in the Region to Adopt New Breast Cancer Technology

Title Option 2: (Hospital Name) Adopts New Patient-Centric Standard of Care for Breast Cancer Procedures

*Magseed technology guides surgeons during breast cancer procedure to simplify treatment and improve the patient experience.*

**City, State (Date):** Breast cancer patients in (region) now have access to a new option when preparing for breast cancer surgery. Magseed®, offered at (Hospital Name), provides a simpler, more effective alternative to the traditional wire localization methods that have been used for more than 30 years.

Breast cancer is the most common form of cancer in women. According to the Breast Cancer Research Foundation, nearly 2 million new cases of breast cancer were diagnosed globally in 2018. Improvements in breast cancer screening and better public awareness mean that cancer is being caught at an earlier stage and the tumors are smaller and harder to feel. In these cases, a technique called wire localization is typically used by surgeons to locate the tumor during surgery.

Wire localizations must be conducted on the same day as surgery and can often result in delays, infection, and a higher risk of cancerous tissue being left behind. (Hospital Name) has chosen to move away from traditional wire localization, which is also known to be restrictive, and can cause an uncomfortable procedure for the patient that may worsen presurgical anxiety.

Magseed is smaller than a grain of rice and can be placed into the tumor any time prior to surgery. Once implanted, the seed produces no discomfort, won't move and patients are not restricted in their movement or activity. During surgery, the seed is detected with the Sentimag® probe which guides accurate removal of the tumor and allows the surgeon to select the best surgical approach. This new technology provides more accurate removal of cancerous tissue, ensuring that healthier tissue can be left behind.

Insert Quote(s) from Surgeon/Radiologist/Hospital Executive Here

Suggested quote topics:

Improved cosmetic results due to no migration and improved accuracy during oncoplastic surgery

Scheduling efficiency gains by decoupling localization and the day of surgery

Doesn't malfunction – always detectable

(Hospital Name), which provides cancer care to over (X Number) patients per year, identified Magseed as the most patient-centered localization technique available. This new technology offers significant advantages for both the surgeon and the patient and has been chosen as the health system's preferred localization technique for breast lesions. Mammotome is the exclusive distributor of Magseed in North America and worked with (Hospital Name) as their clinical partner in the implementation of Magseed.

**END**

**For further information please contact:**

**(Add Contact Information)**

**About (Hospital)**