



**Contact:** Barbara Lind  
**Location:** San Antonio, TX  
**Email:** [blind@senomedical.com](mailto:blind@senomedical.com)  
**Tel:** 210.615.6501  
**Website:** [www.senomedical.com](http://www.senomedical.com)



## Company Profile

**Industry Sector:** Medical Devices

**Company Overview:** Seno Medical Instruments is a company focused on development of optoacoustic systems for applications in medical imaging and monitoring. Seno's patented technology uses pulsed near-infrared lasers to deliver light into tissue. If a tumor or a blood vessel is present, the tissue strongly absorbs this optical energy and generates acoustic waves. These acoustic (ultrasonic) waves are detected in real-time and used to generate an image. Seno's imaging modality uniquely provides the physician with maps of blood distribution in tissues and the level of oxygen saturation superimposed with maps of tissue density.

Seno's first clinical application is breast cancer. In case of breast imaging, Seno's technology enables sensitive detection and differentiation of cancerous from noncancerous tumors by revealing the two basic hallmarks of cancer: the growth of additional network of microscopic blood vessels, and the depletion of oxygen in the blood. Never before has the hemoglobin map of a human organ been available for diagnostic purposes. Seno targets all solid cancerous tumors addressing multi-billion dollar market opportunities.

**Target Market(s):** Initial target market is the diagnostic imaging of breast cancer. This product targets all FDA approved mammography centers (9,000) in U.S. and 10,000 worldwide.

## Key Value Drivers

**Technology:** The first new functional information technology in 30 years, since the development of PET and fMRI, without contrast agents or ionizing radiation.

**Competitive Advantage:** Relative to other functional information technology, Seno's devices are:

- Provides coregistered functional and structural images
- Non-invasive
- No contrast agents or radioisotopes
- No ionizing radiation
- Portable and inexpensive
- No special building requirements

**Plan & Strategy:** Seno is the premier provider of innovative and proprietary opto-acoustic imaging technology for improved diagnosis and monitoring of treatment efficacy for multiple forms of cancer, cardiovascular and other therapeutic indications. Seno is seeking strategic partners for both core and non-core applications such as cardiovascular, stroke and other vascular and blood related diseases.

## Management

### Leadership:

- Janet Campbell, Chairman and CEO: founder Seno Medical; formerly President and COO InforMedix, Inc.
- Alexander A. Oraevsky, Ph.D., Chief Scientific Officer, inventor of optoacoustic imaging.
- Ron Branstetter, President and COO: founder Seno Medical; formerly President and COO Colin Medical Instruments
- David Green, Vice President and CFO; formerly Vice President of Operations and CFO Coca-Cola Southwest
- Bill Keane, M.D., Chief Medical Officer, formerly Vice President Medical and Scientific Affairs at Merck, Inc.
- Barbara Lind, Vice President of Corporate Development; formerly Senior Vice President Renaissance Solutions

### Scientific Advisory Committee:

- Robert Kramer, M.D. (Chairman) – Susan G. Komen Advisory Board Founding Member
- Tom Budinger, M.D., Ph.D. – Expert in the field of biomedical imaging
- Charles Coltman, M.D. – Co-Founder of the Cancer Therapy and Research Center
- Lester Crawford, D.V.M. – Former head of the FDA
- John Holaday, Ph.D. – Biotech entrepreneur; Among 500 most cited scientists in the world
- William Keane, M.D. – Chief Medical Officer, Former Global Head of Merck & Co., Inc., Clinical Affairs and R&D Group
- Walter Robb, Ph.D. – Former SVP of GE medical systems; Built the world's leading medical diagnostic imaging equipment producer
- Patricia Sacks, M.D. – Director of largest radiology practice in Los Angeles

## Product Pipeline

### OPTO-ACOUSTIC IS A PLATFORM TECHNOLOGY

Utilizing Light and Sound to Map and Characterize Blood in Tissues and in Angiogenesis-Related Microvasculature

