

# BIO-TECH SYSTEMS, INC.

*Market Research in the Health Care Field*

NEWS RELEASE

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FOR IMMEDIATE RELEASE

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***[BIO-TECH SYSTEMS](#) ANNOUNCES A NEW BRACHYTHERAPY REPORT:***

**Report 290: THE U.S MARKET FOR BRACHYTHERAPY PRODUCTS**

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**PROSPECTS FOR PROSTATE SEED IMPLANTS, RAPID GROWTH FOR PARTIAL BREAST IRRADIATION, NEW MARKETS FOR GYNECOLOGICAL BRACHYTHERAPY, RAPID ACCEPTANCE OF ELECTRONIC BRACHYTHERAPY, IRRADIATED MICROSPHERES FOR LIVER CANCER, HUGE NEW MARKET FOR MACULAR DEGENERATION, PRODUCT TRENDS AND SALES FORECASTS TO 2016**

Bio-Tech Systems Inc. announces the publication of a comprehensive report covering the markets for brachytherapy products. The report analyzes the prospects for prostate seed implants and the effect of competing modalities, the rapidly growing market for partial breast irradiation devices and gynecological brachytherapy, new markets for electronic brachytherapy using miniaturized x-ray technology, sales growth for irradiated microspheres for liver cancer and the large emerging brachytherapy market for treating macular degeneration. The report also examines the continuing prospects for endovascular brachytherapy, the market for brain cancer brachytherapy and other post-surgical applications, such as head and neck cancer, skin cancer, colorectal cancer esophageal cancer and various cancers accessible to brachytherapy as well as ophthalmic brachytherapy for intraocular tumors. The report considers the trade-offs between LDR (low dose rate) and HDR (high dose rate) brachytherapy, the integration of brachytherapy with other treatment modalities and the increasing number of options available to both clinicians and patients as new technology enters the mainstream.

The report has a strong focus on new products and technology and emerging market opportunities. Many new brachytherapy products have been introduced recently, with rapid growth in procedure volume. This has provided a good opportunity for evaluating performance and forecasting future growth. There are also a number of new products and technologies on the threshold, with introduction anticipated in the near future. This will stimulate further growth and encourage wider acceptance of brachytherapy with improved outcomes for many patients. A number of entrepreneurial companies have entered the field with new technology and products that have strong market potential. One of the most promising is brachytherapy for macular degeneration where the incidence and prevalence of disease is very high. Brachytherapy coupled with new drugs that restrict vascular growth in tumors will allow sustained benefit for many patients. These developments are prompting investment in new technology, creating a good platform for future growth.

## **Brachytherapy Market Analysis and Future Prospects**

US sales of brachytherapy products were \$240 million in 2008 and should grow to \$1,979 million by 2016. Implantable prostate seeds were the largest market segment with sales of \$121.5 million in 2008, comprising 51% of total brachytherapy sales. This proportion will diminish in the future as other brachytherapy market segments grow more rapidly. By 2016, prostate seed sales will comprise only 6.5% of total brachytherapy sales. This market has been under pressure from competing modalities, such as IMRT (intensity modulated radiation therapy) and robotic microsurgery. Many men have also become better educated with respect to prostate cancer and are evaluating their options more carefully, including watchful waiting.

Other important brachytherapy market segments are partial breast irradiation with sales of \$41.7 million in 2008. This should increase to \$358.9 million by 2016. Also, sales of irradiated microspheres for liver cancer were \$47.9 million in 2008 and this should increase to \$236.8 million by 2016. The market for gynecological brachytherapy, which was just on the threshold in 2008, should grow to \$32.5 million, which is a conservative estimate considering the incidence of cervical and uterine cancer and benefits of brachytherapy in this area.

The most rapid market growth will be in treating macular degeneration. This technology has been successfully demonstrated and the first product will be introduced in 2010. The primary product in development has already been awarded CE approval in Europe and should receive FDA approval in the U.S. fairly soon. There are over 2 million cases of macular degeneration in the U.S. with 220,000 newly diagnosed cases each year. Brachytherapy in this area will generate rapid sales growth that should reach \$1,170 million by 2016. This will help all segments of brachytherapy, expanding the platform for new products. One effect is that clinicians will have more options as alternatives to higher risk and more costly procedures. This will stimulate more research and investment, adding strength and stability to newer venture companies as well as those more established in the field.

### **ABOUT THE AUTHOR**

Marvin Burns is president of Bio-Tech Systems, Inc., a firm that focuses on market research in the healthcare field. Burns specializes in market evaluation, where technological and scientific insight is important. The company has prepared numerous market research reports on brachytherapy and applications of medical isotopes including diagnostic and therapeutic radiopharmaceuticals and imaging systems utilized in conjunction with these modalities such as PET, CT, MRI and SPECT. Burns has also reported on interventional cardiology and radiology and the use of modern imaging techniques to improve outcomes. These reports have been widely distributed. Burns has also served as a consultant to many international firms and venture groups in these fields. He has also been Technology Editor of Future Oncology, a publication widely circulated in the pharmaceutical and biotechnology industry reporting on new developments in cancer diagnosis and treatment. Burns is a graduate of MIT and Harvard Business School's advanced management program. He has authored over 100 publications and has 15 patents and invention disclosures. Prior to forming Bio-Tech Systems, he was employed by firms in life sciences, bioinstrumentation and medical imaging fields in general management, marketing and product development. He was also a hospital administrator in charge of professional and technical services including medical imaging, clinical laboratories, therapy services, and materials management.

# **MARKET FOR BRACHYTHERAPY PRODUCTS: REPORT CONTENTS**

## **SECTION I: Market Status, Trends and Forecasts**

Analysis of recent sales, competitive challenges, new products in the pipeline and forces affecting future growth. Also provides sales forecasts to 2016. Products include:

- Implantable prostate seeds, product mix, manufacturer's sales and market share, distributor revenues, margins, pricing and competitive factors.
- Partial breast irradiation, sales, market shares, new products in the pipeline. LDR vs. HDR devices, user trade-offs. Electronic brachytherapy benefits and opportunities. Gynecological brachytherapy, growth markets and emerging products.
- Irradiated microspheres for liver cancer, recent market growth and future prospects, increased off-label usage and better integration with other therapies. Post-surgical brachytherapy for brain cancer and other applications. Endovascular brachytherapy for in-stent restenosis, continuing demand.
- Ophthalmic brachytherapy for macular degeneration, emerging market opportunities and widespread applications. Also brachytherapy for intraocular tumors and other cancers where brachytherapy can be applied.

## **SECTION II: Analysis of Procedure Volume**

- Procedure volume for brachytherapy by product category and clinical application including prostate seed implants, partial breast irradiation, gynecological brachytherapy liver infusion procedures, ophthalmic brachytherapy, endovascular brachytherapy and other post-surgical brachytherapy applications
- Comparative procedure volume for different brachytherapy procedures and changes in procedure mix over time showing proportionate growth in each therapeutic area.

## **SECTION III: Radioisotope Products and Applications**

- Technical principles and functional characteristics of brachytherapy products
- Options in selecting brachytherapy isotopes for specific applications.

## **SECTION IV: Current Developments and Emerging Technology**

- Discussion of design principles and functional advantages of new brachytherapy products, with analysis of technological prospects and potential applications. .
- Analysis of product characteristics and performance trade-offs in each of the brachytherapy applications.

## **SECTION V: END-USER ANALYSIS**

- Analysis of end-user groups and comparative requirements for brachytherapy products.
- Procedure mix and product utilization in hospitals and clinics.

## **SECTION VI: Company Profiles**

- Background information on companies in the field and review of recent performance.
- Discussion of each company's market activities and management strategies.

## PARTIAL LIST OF EXHIBITS: BRACHYTHERAPY PRODUCTS

HISTORIC AND FORECAST SALES OF BRACHYTHERAPY PRODUCTS BY PRODUCT GROUP FROM 2006-2016

RELATIVE PROPORTION OF BRACHYTHERAPY SALES BY PRODUCT GROUP FROM 2006-2016

RELATIVE GROWTH OF BRACHYTHERAPY PROCEDURES BY PRODUCT GROUP FROM 2006-2016

GROWTH OF BRACHYTHERAPY PROCEDURE VOLUME WITH RESPECT TO THE INCIDENCE OF DISEASE FROM 2006-2016

2008 BRACHYTHERAPY SALES SUMMARY BY PROCEDURE CATEGORY AND PRODUCT TYPE

2016 BRACHYTHERAPY SALES SUMMARY BY PROCEDURE CATEGORY AND PRODUCT TYPE

HISTORIC AND FORECAST SALES GROWTH OF BRACHYTHERAPY SEEDS FOR PROSTATE IMPLANT BY PRODUCT TYPE FROM 2006-2016

SALES VOLUME AND DISTRIBUTOR INCOME OF PROSTATE SEED SUPPLIERS, RELATIVE GROWTH AND MARKET SHARES IN 2007 AND 2008

HISTORIC AND FORECAST SALES OF BRACHYTHERAPY SEEDS BY MANUFACTURERS AND DISTRIBUTORS FROM 2006-2016

HISTORIC AND FORECAST SALES OF BREAST CANCER BRACHYTHERAPY, MANUFACTURER'S UNIT SALES AND SALES VOLUME FROM 2006-2016

HISTORIC AND FORECAST SALES OF BRACHYTHERAPY DEVICES FOR GYNECOLOGY AND OTHER ACCESSIBLE CANCERS FROM 2006-2016

SALES OF BRACHYTHERAPY DEVICES FOR TREATING BRAIN CANCER POST-SURGICALLY, SALES FROM 2006-2016

HISTORIC AND FORECAST SALES OF IRRADIATED MICROSPHERES FOR LIVER CANCER, MANUFACTURER'S SALES VOLUME AND MARKET SHARE FROM 2006-2016

HISTORIC AND FORECAST SALES OF ENDOVASCULAR BRACHYTHERAPY, MANUFACTURER'S SALES VOLUME FROM 2006-2016

FORECAST SALES OF BRACHYTHERAPY PRODUCTS FOR MACULAR DEGENERATION, MANUFACTURER'S SALES FROM 2010-2016

GROWTH OF BRACHYTHERAPY PROCEDURE VOLUME BY PRODUCT APPLICATION FROM 2008-2014

PROPORTION OF BRACHYTHERAPY PROCEDURES BY PRODUCT APPLICATION FROM 2008-2015

COMMON BRACHYTHERAPY ISOTOPES TYPE OF RADIATION AND HALF-LIFE

COMPARATIVE ALLOCATION OF DIAGNOSTIC FACILITIES BY HOSPITAL BED SIZE IN 2008

COMPARATIVE UTILIZATION PARAMETERS FOR DIFFERENT IMAGING MODALITIES IN 2008

DISTRIBUTION OF HOSPITAL DIAGNOSTIC IMAGING PROCEDURES IN THE U.S. BY HOSPITAL BED SIZE IN 2008

RELATIVE PROCEDURE VOLUME FOR DIFFERENT IMAGING MODALITIES, PERCENTAGE RELATIONSHIP BY HOSPITAL BED SIZE IN 2008

RELATIVE ACTIVITY INDEX AMONG DIFFERENT IMAGING, MODALITIES PROCEDURES PER BED PER YEAR BY HOSPITAL BED SIZE IN 2008

## COMPANY PROFILES INCLUDE

ADVANCED MEDICAL ISOTOPE  
CORP.ATION (AMIC)

ANAZAO HEALTH CORP.

ANTISOMA LTD. (UK)

BEST MEDICAL INTL.

BIO-NUCLEONICS, INC.

BRACHYSCIENCES, INC.

CIANNA MEDICAL, INC.

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Report No. 290: THE U.S. MARKET FOR BRACHYTHERAPY PRODUCTS

The report is priced at \$9,500 plus \$4,500 for a global license.

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