

SUPPORTING UK COMPANIES WITH THEIR US STRATEGIES: ENDOMAG

Problem

According to the American Cancer Society, approximately 266,000 new cases of invasive breast cancer and 65,000 cases of carcinoma in situ (the earliest form of breast cancer) will be found in the United States this year - a figure expected to double by 2030. Thankfully, if breast cancer is caught at an early stage, 99% of patients are likely to be alive five years after diagnosis, however, surgery is still needed.

To support early treatment, UK-based Endomag have created the world's first magnetic surgical guidance system which helps target early-stage tumours that are too small to be felt and help determine if they have spread to other parts of the body.

Solution

Following FDA approval, Endomag's strategy was to partner with leading Breast Health company, Leica Biosystems, to roll-out their device across the U.S. As part of this strategy, the company have also located themselves within the ABHI Innovation Hub, a unique partnership between the Association of British HealthTech Industries (ABHI) and the Dell Medical School at The University of Texas at Austin. The Hub offered the company to be part of a world-class facility and develop their US business within an ecosystem of clinicians, investors and mentors. It also provided the infrastructure to strengthen market access and clinician engagement in Texas and beyond.

Result

Endomag's technology is increasingly being adopted by some of the best academic cancer centres in the U.S. and is gaining traction within community surgery centres. Through the support of ABHI, they are expecting to increase their engagement over the coming year. CEO Eric Mayes said the company was delighted to take up location at the ABHI Innovation Hub, a move which is a key part of their US strategy.

He said: "We were originally a joint spin-out of University College London and the University of Houston, and selected Austin as our US home, given the city's academic, technological and creative vibrancy. Through the Hub, we expect to increase our engagement with the unique and innovative community that the Dell Medical School is fostering, while building on our mission to improve the standard of cancer care for everyone, everywhere."



Dr Eric Mayes, CEO, Endomag