

Welcome to our September 2017 newsletter, bringing you a snapshot of our recent and upcoming activities

## Customer in Focus: Congratulations to all our customers for providing 40,000 FerriScans for patients globally

A new milestone of over 40,000 FerriScans provided for routine clinical use was reached by our growing clinical network last month! We'd like to congratulate all our valued customers on this tremendous achievement to advance healthcare through optimised iron monitoring.

### Every scan has a story

The FerriScan technology, first pioneered at The University of Western Australia (UWA), became available to the clinical community in around 2005. Over a decade later, it remains the only technique validated on multiple makes and models of scanners and has gained an international reputation as the tool of choice for haematologists and MRI providers, recognised as a new Gold Standard in a multitude of standards of care guidelines for differing patient cohorts.

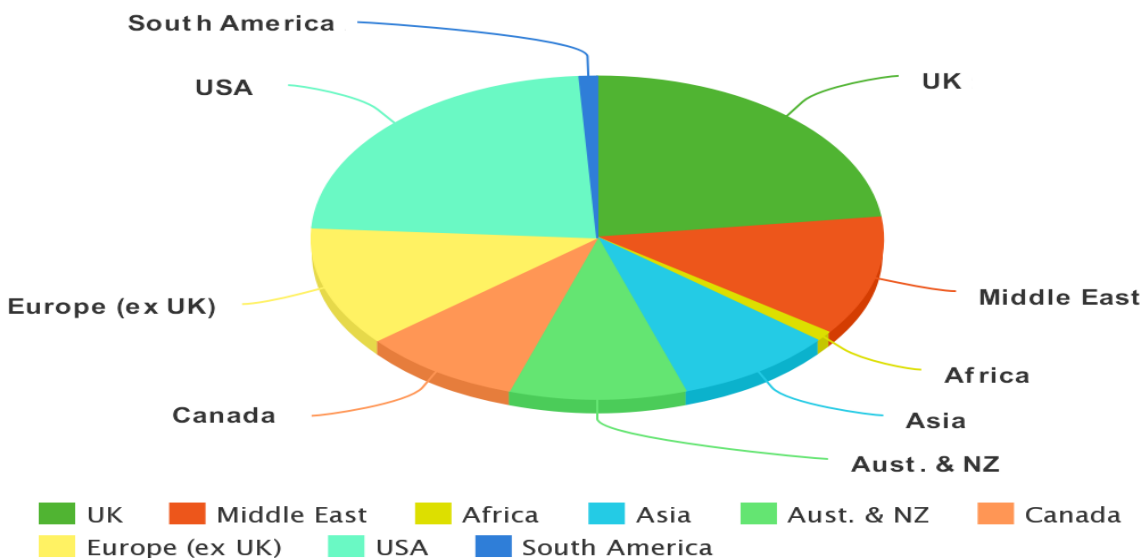
For patient communities, 40,000 FerriScans is not just a number. Behind every scan, there is a patient story. This is echoed by David Hamersley, a commercial airline pilot who was among one of the first to receive a FerriScan in 2005 (check date?) in Perth, Australia when the technology was newly available. David had been

previously 'grounded' after being misdiagnosed with Chronic Fatigue Syndrome. He was gene negative for Hereditary Haemochromatosis but his FerriScan result confirmed iron overload and enabled clinicians to provide him with the treatment he needed to recover. David said;

"I am thrilled to hear that so many others have now benefited from the FerriScan technology which avoids the need for a painful liver biopsy and has become such a fantastic aid for clinical diagnosis. I believe I would never have recovered from the incorrect diagnosis of Chronic Fatigue, had it not been for FerriScan providing a categorical diagnosis and accurate assessment of my liver iron concentration. I am very grateful to Prof St Pierre and team for developing this technology at UWA. I think I was just in the right place at the right time!"

Congratulations to all our customers on the 40K milestone! For more information on how to access our full suite of MRI technologies, including HepaFat-Scan, Cardiac T2\*, Bone Marrow R2 and others, please contact [alisonl@resonancehealth.com](mailto:alisonl@resonancehealth.com).

**BREAKDOWN OF 40,000 FERRISCANS BY REGION**

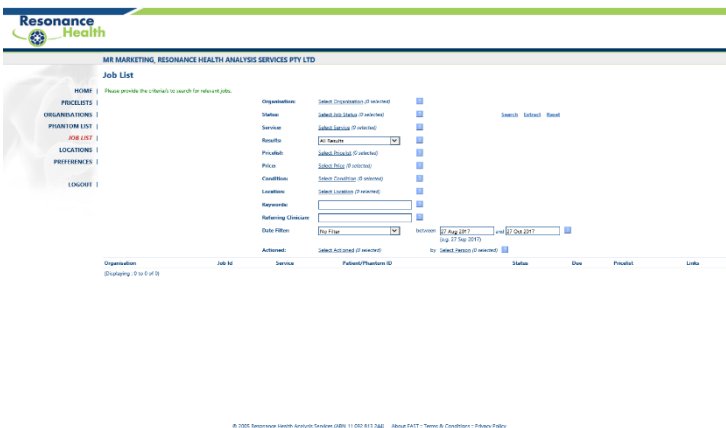


## Look out FAST users – we’re having a make-over!

This October we will be refreshing the look and feel of our FAST system, (Resonance Health’s secure online system for uploading data and downloading reports) with a new design.

Don’t worry though – the process of how you use the FAST system to upload and download jobs will remain completely unchanged, this ‘new look’ will simply enable us to interact with you more efficiently. We will be able to notify you of important updates directly to your login screen while reflecting the diverse tools that we have available for a variety of organs, and not just the liver.

Below are a couple of sneak peaks of the new FAST design:



## ‘FerriScan’ Artificial Intelligence project sparks interest in developing countries

Our Chief Scientific Officer, Prof Tim St Pierre was an invited speaker at the first International Working Group on Thalassaemia conference in Palermo September 15-17<sup>th</sup> where state-of-the-art MRI in developing countries was a key topic.

During the conference, Prof St Pierre engaged with key opinion leaders from numerous developing nations on the AI project – which involves a new Artificial Intelligence tool developed by Resonance Health being piloted at a number of MRI centres in developing countries.

Endorsed by the Thalassaemia International Federation (TIF), the project aims to provide a new low-cost solution for standardised Liver Iron Concentration assessment for economically disadvantaged countries who have very large numbers of Thalassaemia patients.

## Powerful neural network

The Artificial Intelligence based tool is powered by our proprietary FerriScan technology. The tool uses a powerful neural network trained on thousands of FerriScan datasets uniquely available to Resonance Health from over a decade of expert analysis.

In our last newsletter we [highlighted](#) new evidence from the ‘Dragon Study’ in Vietnam that had exposed the risks of unvalidated T2\* methods, used widely in developing countries to measure Liver Iron Concentration. TIF is collaborating closely with Resonance Health as industry leaders to expedite a safe alternative, and an MRI quality audit is underway across multiple countries.

Beta testing of our AI solution has already commenced in Vietnam at the Bach Mai Hospital and we look forward to providing further updates on this exciting project.

For feedback or queries on the new FAST interface, please email [chadt@resonancehealth.com](mailto:chadt@resonancehealth.com) for any further information.

## Upcoming Conferences



Our team is looking forward to meeting key stakeholders from the clinical, pharmaceutical, and patient communities this quarter, with a few key events coming up that will showcase all of our latest technologies.

### **11<sup>th</sup> Annual Sickle Cell Disease and Thalassaemia Conference (ASCAT) 2017**

11 – 13 October 2017

Research Consultant, Susanna Katay-Davies MD, will be at this year's 11th SCD and Thalassaemia conference as an attending delegate to connect with numerous key opinion leaders and health care professionals via various strategic meetings set to be held over the three day period. To meet with Resonance Health at this event, please send through an email directly to Susanna Katay-Davies at [susannak@resonancehealth.com](mailto:susannak@resonancehealth.com) to organise a time.

### **68<sup>th</sup> Annual Meeting for the American Association for the Study of Liver Disease (AASLD)**

20 – 24 October 2017

This event will see our Clinical Manager Dr Sherif Boulos attend and participate in scientific discussions by the pharmaceutical, clinical, and biomarker fraternity aimed at advancing healthcare in NASH and NAFLD. Dr Boulos will also be using this opportunity to meet with clinical collaborators and pharmaceutical partners whilst over in the states. If you wish to organise a meeting with Dr Boulos during the annual meeting, please contact him through email directly at [sherifb@resonancehealth.com](mailto:sherifb@resonancehealth.com) to book a time.

### **14<sup>th</sup> International Conference on Thalassaemia and Other Haemoglobinopathies & 16<sup>th</sup> TIF Conference for Patients and Parents**

17 – 19 November 2017

Professor Tim St Pierre will be in Thessaloniki, Greece to speak at this critical educational event focussed on advancing care in Haemoglobinopathies which brings together both clinical and patient delegates in the global communities. Resonance Health's Marketing Director Melanie Baxter will also be in attendance. If you wish to speak to Resonance Health during this three day event, please feel free to drop in at Booth 9. Please email [melanieb@resonancehealth.com](mailto:melanieb@resonancehealth.com) to arrange a meeting.

### **59<sup>th</sup> American Society of Hematology Annual Meeting & Exposition**

9 – 12 December 2017

We will conclude a busy 2017 by once again attending this year's ASH Annual Meeting and Exposition. ASH is a truly international conference and one of the biggest of the year, as 25,000 delegates descend into Atlanta this year for a packed program which will include educational spotlights on Sickle Cell and Thalassaemia Clinical Care this year. Resonance Health's Chief Scientific Officer, Tim St Pierre, Marketing Director, Melanie Baxter, and Global Consultant, Sheila Murphy will all be in attendance with a booth presence during the 4 day event and are available for discussion. Please email [sheilam@resonancehealth.com](mailto:sheilam@resonancehealth.com) if you wish to organise a meeting during the ASH meeting.

## ***Become a Research Partner!***

Resonance Health welcomes collaboration and research however our Standard Service Contracts do not permit any use of our technologies outside clinical diagnosis and management of patients. We put specific research agreements in place with both new and long-standing customers where necessary and seek to add significant value for research partners through our range of core lab services.

Please contact us if you would like to check terms and conditions or enquire about research use and core lab services. Contact [alisonl@resonancehealth.com](mailto:alisonl@resonancehealth.com) for any queries on policy or more information on research opportunities – we have lots of research happening and welcome new partners!

## MRI Customer Feedback – Your Survey Results Are In!



Thank you to our customers who recently took the time to complete our MRI customer survey – we were excited to receive over 60 responses and excellent feedback to help us continually improve our services.

### A few key findings from the MRI customer survey:

- 94% of customers gave Resonance Health an overall rating of good or excellent
- 87% of customers found FerriScan either easy or very easy to perform, while Cardiac and HepaFat-Scan were also found to be straightforward with only one customer indicating they had difficulty acquiring Cardiac T2\* data.
- 58% of respondents would like to have more information and materials made available either for clinicians and/or patients.
- 17% of respondents felt patient compliance could be improved at their hospital centre, with respondents indicating that a number of patients fail to turn up for their appointments.
- 31% of respondents were interested in other services Resonance Health could offer or might look to develop with Liver Fibrosis and Liver Inflammation assessment being top of the wish list, closely followed by Kidney Iron, Liver Volume, and Bone Marrow R2.

We would like to thank you once again for all of the excellent feedback and suggestions we received via this customer survey – we will be incorporating the survey findings and suggestions into our operations and strive to keep you fully updated on all future developments.

For any additional feedback or questions regarding our procedures, services available, and/or customer service, please contact [oliviam@resonancehealth.com](mailto:oliviam@resonancehealth.com) for any further information.

## A change in our Customer Service

It is with sadness that we bid farewell to a person many of you would have perhaps spoken to when looking for FAST troubleshooting, account management, or clinical trial support, and that's our former Clinical Trial and Service Support Officer, Paige Standen-Burrows.

Paige has left the company to begin her year long sabbatical jet-setting around the world. We would like to wish Paige the very best in her future endeavours, and thank her for her contribution to our team.

We're fortunate to have so quickly found a highly impressive replacement for Paige's support position, and would like to take this time to formally introduce our newest team member and new Clinical Trial and Service Support Officer below.

## Welcome our new Clinical Trial & Service Support Officer: Olivia Macneill



As mentioned above, Olivia is one of our newest team members who will be taking on the position of Clinical Trial and Service Support Officer. In this position, Olivia is responsible for overseeing all customer support activities as well as maintaining the company's reputation for exceptional service delivery. Olivia is also responsible for managing the clinical trial workflow.

Before joining Resonance Health, Olivia studied at the University of Strathclyde completing her engineering doctorate (EngD) in medical devices. Her primary research consisted of the use of drugs within different metabolic pathways, to interpret their toxic effect in liver cells, and relate these to mechanical and morphological changes in the cells.

In her spare time, Olivia likes to exercise and adventure outdoors, with a specifically preference towards cycling and yoga.