



news release

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Free Oral Cancer Screenings Feature Identafi™ 3000 Oral Cancer Detection Device

Early Detection Improves Patient Survival Rate to 80-90 Percent

POUGHKEEPSIE, May 20, 2009 — Trimira LLC's next-generation oral cancer detection device — **Identafi™ 3000** — was featured in a day of free oral cancer screenings offered in upstate New York. Identafi™ 3000 is the most powerful and accurate device for screening patients to reveal signs of oral cancer and pre-cancer. The device incorporates next-generation oral cancer-detection technology that is changing the diagnostic landscape for dentists and doctors across America.

More Deadly Than Many Cancers

In observance of "Oral, Head and Neck Cancer Awareness Week," **Dr. Larry Hamburg** used Identafi™ 3000 in conducting a free day-long public screening in May at his **Hudson Valley Dental Arts, P.C.** office in LaGrange, N.Y., near Poughkeepsie.

Dr. Hamburg is a dentist who himself is battling oral cancer. To spearhead the fight against oral cancer in the Hudson Valley and across the U.S., Dr. Hamburg founded **The Oral Cancer Awareness Foundation**, or OrCA (www.oralcancerawareness.com) in 2008. Dr. Hamburg said OrCA's mission is to "take a bite out of cancer" by raising awareness of the insidious nature of the disease, that it can be transmitted via all types of sexual contact, and that the best way to prevent oral cancer is through early detection.

Someone dies in America every hour of every day from oral cancer. **It is more deadly (in terms of five-year mortality rate) than cervical, breast, liver, kidney, thyroid, colon, or prostate cancers.** Seventy-eight percent of those diagnosed with advanced (Stage IV) oral cancer will be dead in five years.

The rise in oral cancer has occurred despite decreased use of tobacco products. The reason is thought to be the disease's link to HPV 16 and 18 viruses. One of the most common virus groups in the world, HPV (human papilloma virus) affects the skin and mucosal areas of the body. More than 100 types of HPV have been identified.

Dr. Hamburg's cancer wasn't diagnosed until it had advanced to Stage IV. Oral cancer is typically detected by a doctor, not a dentist, by which time it is usually a late-stage diagnosis, like Dr. Hamburg's, i.e., when the possibility of metastasis is far greater.

Like most cancers, cancers of the lip and oral cavity are best treated when found early. Early detection would improve the survival rate to 80-90 percent. Unfortunately, fewer than 50 percent of those who visit a dentist get screened for oral cancer.

[Using Best Technology Vastly Improves Odds of Detection](#)

Dr. Hamburg said using the best oral cancer early-detection technology is absolutely key to detecting cancerous and pre-cancerous oral lesions early. "The traditional techniques of visual and clinical examination are just not enough," he feels.

HPV-related oral cancer lesions occur mainly in the back of the throat, base of the tongue, and tonsillar pillars. Hence the need for a device like Identafi™ 3000, which detects cancer and pre-cancer that is otherwise invisible to the naked eye.

Identafi™ 3000 enables dentists to identify biochemical and morphological changes in the cells of the mouth, throat, tongue, and tonsils — and to get immediate results.

Identafi™ 3000's optical illumination and visualization system was designed for use by dentists, periodontists, oral surgeons, otolaryngologists, and primary-care physicians. The device dramatically reduces false positives, and is portable and cordless.

"It is extremely easy to use," Dr. Hamburg said, "and the training process is easy too."

Identafi™ 3000's technology, called "**multispectral**," or triple-wavelength imaging, was developed by research scientists at America's largest and top-rated cancer center, the University of Texas M.D. Anderson Cancer Center, in collaboration with Houston's Rice University and British Columbia Cancer Research Centre in Vancouver, Canada.

Identafi™ 3000, is made by Houston-based **Trimira LLC**, which is venture capital-funded by cancer research philanthropist T. Boone Pickens of oil and windfarming fame.

Identafi™ 3000 uses white, violet, and green-amber light to excite oral tissue in distinct ways. Biochemical changes are monitored with fluorescence, while morphological changes are monitored with reflectance. The combination of reflectance and fluorescence wavelengths uses the body's natural tissue properties as an adjunctive tool for oral mucosal examination. Conventional tissue examination uses concentrated white light.

[How Identafi™ 3000 Works to Detect Oral Cancer or Pre-Cancer](#)

A health professional wears reusable Identafi™ 3000 filtered eyewear to enhance visual effects and allow transmission of reflected light, then switches to violet for a second observation. The clinician's filtered glasses block the violet excitation light and allow observation of the tissue's natural fluorescence. Violet light enhances normal tissue's fluorescence; suspicious tissue appears dark due to loss of fluorescence.

When suspect abnormalities are present, Identafi™ 3000's selector is switched to green-amber light, which enhances normal tissue's reflectance properties so the clinician may directly observe the difference between the normal and abnormal tissue's vasculature. This minimizes the impact of "confounders" when screening and diagnosing oral cancer.

Studies indicate abnormal tissue has a diffuse vasculature, while normal tissue vasculature is clearly defined. "The combination of all three multispectral wavelengths," Dr. Hamburg said, "provides the dentist or clinician with more visual information to differentiate between areas of normal and diseased tissue, and improve decision-making for the health professional in recommending oral biopsies." He noted that Identafi™ 3000 also does away with the use of messy and bad-tasting dyes and solutions while ensuring a more thorough and accurate oral examination.

[About Oral Cancer Awareness Foundation](#)

The newly formed Oral Cancer Awareness Foundation (OrCA), is dedicated to the early detection of this horrible disease, and the motivation of local dentists and doctors to do the necessary oral cancer screenings, thus improving the outcomes of those diagnosed. In addition, OrCA works to educate the public, as well as dental professionals, in the use and application of various early detection devices that are proven to decrease the morbidity and mortality rates of those diagnosed. OrCA's goal is also to share new information about the causes of this rapidly spreading disease.

Visit OrCA at: www.orcancerawareness.net

[About TRIMIRA™ LLC](#)

TRIMIRA™ LLC is a subsidiary of Remicalm LLC, a privately held medical diagnostic and imaging device company. Other subsidiaries are working on screening and diagnostic devices for skin, cervical, gastrointestinal, and bladder cancers. Remicalm targets certain female cancers with its optical processing technology for cancer of the cervix. Remicalm, as the parent company, has licensed exclusive use of certain of its patents and patents pending for use as a cervical cancer product to be later expanded to include additional epithelial-based cancers. Remicalm's core technologies are based on high-speed, high-resolution capabilities from its patented optical processing technology platforms and include the ability to read metabolic and physiologic differences in diseased and healthy tissue in the human body.

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