

Michelson Diagnostics Recruits Sales & Marketing Manager

(Orpington, UK) February 17, 2011 - Skin cancer imaging firm Michelson Diagnostics Ltd has recruited Patrick Finnemore as Sales & Marketing Manager, UK & Europe. Patrick brings 25 years sales and marketing experience in the medTech industry. During his career Patrick has launched and commercialised a wide range of innovative high technology products for both large organisations and start-ups. Patrick started his career in marketing at Smith and Nephew where he was responsible for managing a portfolio of woundcare products. He subsequently worked at Baxter International and ConvaTec in a range of business management and international marketing roles.

In recent years he has worked mainly with small medical companies and start-ups helping them launch new innovative technologies and build international sales networks. Patrick gained his executive management training at the European Centre for Executive Development (CEDEP), an affiliate of INSEAD the French business school. He holds a BSc in Biochemistry from Bristol University.

“Michelson’s VivoSight scanning technology has the potential to radically impact the way dermatologists investigate and treat skin cancers and other skin disorders. I look forward to working with the team to make this a reality” commented Patrick.

“Patrick’s commercial experience in the medical devices industry will be invaluable to accelerating our growth in 2011 and beyond” added Michelson’s CEO Jon Holmes. “He is particularly skilled at working closely with clinician customers to help them get the best value out of innovative new medical technologies, such as our VivoSight scanner.”

The VivoSight scanner has already won CE & Food and Drug Administration (FDA) regulatory clearance for clinical use in Europe and the USA, and is now being trialled by leading skin cancer specialists at their clinics. At a time where non-melanoma skin cancer is said to be reaching epidemic proportions with an estimated 3.5 million new cases p.a. in the US accounting for 4.5% of all Medicare cancer costs and costing the NHS around £100 million p.a. in the UK, this breakthrough laser scanning technology could make a real difference.

Image



Patrick Finnemore,
Sales and Marketing Manager,
UK & Europe.

Notes to editors

About Michelson Diagnostics

Michelson Diagnostics was founded in 2006; it is privately owned and based in Kent, U.K. The company develops imaging products using a technology called Multi-Beam Optical Coherence Tomography. The technology provides real time images of up to 2 mm into tissue with a resolution of better than 10 microns. The company's VivoSight OCT scanner has CE and 510(k) clearance for use to aid clinical judgments in the field of dermatology including non-melanoma skin cancer assessment and guiding skin cancer surgery.

Further information about Michelson Diagnostics can be found on the Internet at <http://www.md-ltd.co.uk/> or by emailing enquiries@md-ltd.co.uk.

For clinical use in the US FDA 510(k) K093520 applies:

- The VivoSight Topical OCT system is indicated for use in the two-dimensional, cross-sectional, real-time imaging of external tissues of the human body. This indicated use allows imaging of tissue microstructure, including skin, to aid trained and competent clinicians in their assessment of a patient's clinical conditions.
- US Federal law restricts this device to sale by or on the order of a physician.

The Michelson Diagnostics logo and the VivoSight name are the trademarks of Michelson Diagnostics Ltd and are registered in the UK, the US & throughout the European Union

Octopus Investments Ltd (www.octopusinvestments.com) is an investor in Michelson Diagnostics.

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