(Des Plaines, IL – October 7, 2005) – According to a recent study published by IMV Medical Information Division, radiation oncology sites in the US are increasingly using images electronically, not only for planning courses of treatment, but to guide the treatment of tumors real-time.

“The majority of images used in treatment plans are CT, used with 96% of the plans, while MRI is used with 6%, PET technology with 2% and ultrasound with 1%,” observed Lorna Young, Senior Director, Market Research at IMV. “Moreover, 15% of the radiation oncology sites provide Image Guided Radiotherapy (IGRT) in their department, either using a dedicated IGRT imaging device or an electronic portal imaging device. Ultrasound is currently the primary modality used in IGRT, while CT is gaining popularity for those planning to use IGRT in the future.

“Radiation oncology sites are steadily increasing their usage of electronic networks to send and receive digital images used in treatment planning. While in 1998 24% of the radiation oncology sites used electronic networks, 86% of the sites now use networks for sharing images used in treatment planning. Meanwhile the use of x-ray film to transfer images to radiation oncology has dropped from 87% to 33% of the sites over the same period.”

“In IMV’s sixth census of radiation oncology facilities in the US, we also monitor the adoption of other new therapeutic techniques, equipment and radioactive agents, including CT simulators, IMRT, inverse planning, conformal radiotherapy, intraoperative radiation therapy (IORT), stereotactic radiosurgery and prostate seed therapy.”

IMV’s 2004 Radiation Oncology Census Database is a powerful tool that can be used by vendors to focus marketing and sales efforts. It provides comprehensive profiles of 1,500 of the identified facilities performing external beam radiation therapy in the U.S. The database can be licensed by qualified subscribers and includes site-specific information such as equipment utilization by manufacturer, radioactive agent utilization by type, prostate seed utilization by supplier and planned purchases. Equipment types covered include linear accelerators, simulators, treatment planning systems, image-guided radiotherapy, record and verify / information management systems, remote afterloader brachytherapy and dedicated radiosurgery. Applications of the database include market analysis, target marketing and lead generation.

IMV’s 2004 Radiation Oncology Market Summary Report is available with the database license or separately. It provides a comprehensive analysis of the radiation oncology market, and compares nationwide trends with the five prior census surveys that IMV has conducted since 1996, including vendor market share trends by technology type. For more information about the Radiation Oncology Census Database and Market Summary Report, visit IMV’s website at www.imvlimited.com or call 847-297-1404 to speak with a representative.

IMV Medical Information Division, Inc. is a marketing research and consulting firm founded in 1977, specializing in medical imaging and other advanced healthcare technology markets. IMV’s proprietary marketing consulting services, in combination with its census databases of U.S. imaging sites with selected modalities, provide vendors valuable assistance in strategic planning, customer satisfaction, product development and sales initiatives. Current census databases include interventional angiography, radiographic fluoroscopy, cardiac catheterization, CT, MRI, nuclear medicine, echocardiography, PET, radiation oncology, X-ray/DR/CR and RIS/PACS.

Contact: Gail Prochaska
gprochaska@imvlimited.com
847-297-1404