





# GROUNDBREAKING CANCER TREATMENT

**ARIANE HAS DEVELOPED A MULTI-MODAL X-RAY BRACHYTHERAPY DEVICE - PAPILLON+ - WHICH PRESENTS A TURNKEY SOLUTION FOR THE TREATMENT OF LOWER RECTAL, BREAST AND SKIN CANCERS.**

► **It is an exciting time for Ariane Medical Systems. In the last two years, they have gone from focusing primarily on research and development, to delivering its innovative and unique treatment systems on an international scale. And this year, its Papillon system helped the team at The Clatterbridge Cancer Centre win a prestigious British Medical Journal Award.**

The entry, Papillon for Rectal Cancer, was the winner of the Cancer Care Team category. Clatterbridge pioneered this life changing treatment when Professor Arthur Sun Myint, Lead Papil-

lon Clinician, first introduced the technique to the UK, 25 years ago.

Papillon is recommended for patients who are not fit enough for general anaesthesia or those who want to avoid major surgery. It is low energy contact radiotherapy delivered to the tumour via a treatment tube. Another benefit is that it avoids the need for patients to have surgery which can result in them requiring a temporary or permanent colostomy bag. In the 25 years since it was established at the Wirral hospital, staff have treated nearly 1,500 patients with rectal cancer with a near-90% success rate (without surgery).

Now Ariane has gone further,

successfully developing a new, truly portable system for the application of low-energy x-rays in the treatment of other cancers, including rectal, that could enhance patient care and cancer survival rates all over the world. Its recent award represents Ariane's successful delivery of a system that meets the desires of Clatterbridge's clinicians to reduce surgical mortality and stoma (colostomy bag) rates by proposing a change from surgery to minimally invasive, non-surgical treatment.

Brachytherapy is a form of contact radiation therapy used for the treatment of accessible tumours. This enables a high radi-

ation dose to be given directly to the tumour with reduced impact on surrounding healthy tissues with additional benefits including shorter treatment times and reduced shielding requirements compared to conventional radiotherapy.

Because the Papillon+ generates low energy, 30 or 50 kVp x-rays, it makes this technique well-suited to treatments in locations around the world that don't have the same kind of infrastructure available to healthcare providers in the UK. In addition, the system's multi-use purpose allows for the treatment of rectal, breast and skin cancers with a single machine.



## MEDICAL & HEALTHCARE **ARIANE MEDICAL SYSTEMS**

Indeed, there is little or no capital expenditure on shielding and Papillon+'s mobile design is optimised for use in Brachytherapy or Outpatient Clinics. The Papillon+ is an effective but inexpensive solution to IORT or superficial radiation needs. For healthcare practitioners, patients need to spend less time in hospital and require less outpatient visits. There's the reduction in cost by eliminating surgical expense, less time in the Operating Room through the breast IORT application, and the ability to free Linear Accelerator time by allowing increased capacity without the need to buy more systems.

A crucial time for Ariane, its focus is now on educating Physicians, Oncologists and Surgeons on the possibilities of the Papillon system, consolidating its market position as a result of investment in dedicated manufacturing facilities, and seeking new avenues further afield, in such countries as Nigeria and Iran, where the intro-

duction of Papillon+ could revolutionise treating patients.

"There's huge potential for Ariane," says Simon Bernard, Sales and Marketing Director. "We've moved from being a research and development business into a company that can not only manufacture but also deliver the required number of machines to a growing customer base. The move to new premises allows us, for example, to build five machines in one production run. And the majority is built on site.

"That has allowed us to pursue new markets and pick up new distributors all over the world. We're expanding our footprint where previously we were restricted to doing that. Investment in manufacturing has also given us better control of our business, control of standards, and ultimately control of our own destiny."

But this is the start of bigger things to come. "If we meet our sales targets this year, and we're confident of doing that, we'll al-



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most certainly need to refinance. That comes with its own set of challenges but we recognise our potential because our research and development function is so strong. That gives us the platform to grow.

"We're working closely with key opinion leaders around the world to discover ways our system can be adapted to treat other forms of cancer such as HVA via Intra Vaginal, which is prevalent in South-East Asia and forces many patients to have a hysterectomy. It's about how we take the system forward and apply its advantages to the treatment of different types of tumour."

Meanwhile, in our European markets where Ariane is already well-established, the company will seek to promote the advantages of Papillon+ as a good investment. "Whether the cost is made by the NHS or privately, we understand that the hospital must take into consideration the investment is worth it. We can tell them Papillon+ is commercial viable. We're not talking £2 million, we're talking

approximately £250,000. You can get your return back in less than three years."

Crucially, Ariane's systems work. Mark Davies, Sales Manager, and a colorectal cancer survivor, owes his life Papillon technology. The system has transformed the treatment of rectal cancers by giving physicians the chance to "watch and wait" by directly treating malignant tumours with radiation prior to, or as an alternative, to surgery.

"By being an addition to the linear accelerator we can reduce waiting times; by being battery operated and mobile, we can be in an outpatient clinic or operating room, or in future, in a remote healthcare site where we can bring the treatment to the patient, particularly in developing countries.

"From a patient's point of view, it provides a better quality of life. But from an engineering point of view, our system completely outstrips the competition in terms of serviceability, usage and speed of delivery."



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17th a2e Convention  
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