

Dr. John Boone on how Izotropic's CT technology will outperform mammography for more accurate breast cancer detection

"We believe, based upon our computer simulation, that breast CT system will outperform mammography, for instance for a 4 mm lesion, a pretty small tumor, by the order of 40%. We are very excited about the increase in cancer detection performance that breast CT will provide." States Dr. John Boone, Principal Founder, Director of Izotropic Corporation (CSE: IZO) and the 2019 William D. Coolidge Award Recipient in an interview with InvestorIntel's Peter Clausi.

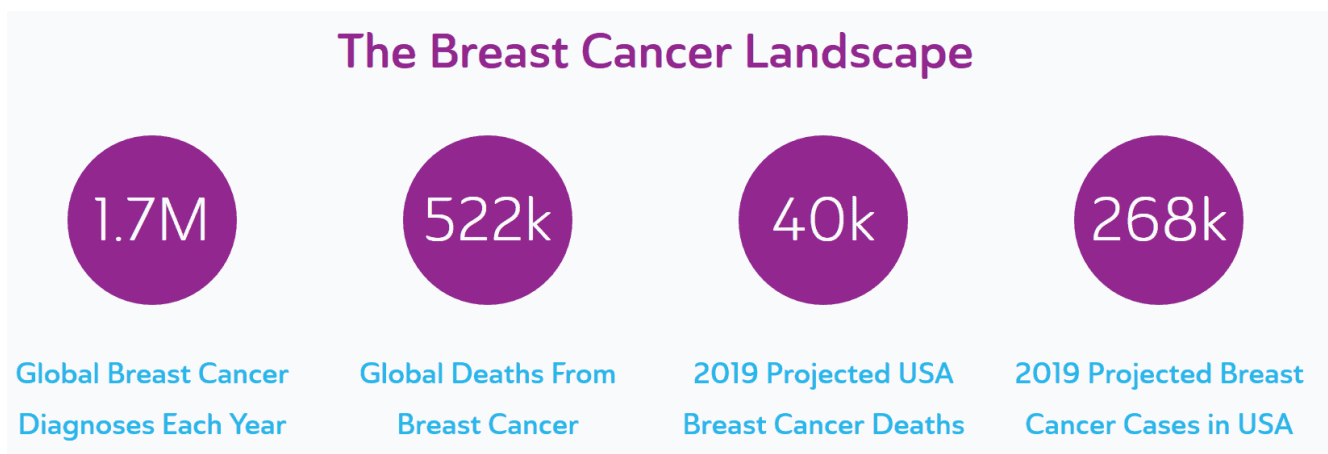
Dr. Boone went on to explain that Izotropic's breast CT technology is comfortable for patients as it does not involve painful breast compression and produces true 3-D images of breasts at very high resolution. Dr. Boone added that the technology has the potential to substantially reduce false-negative or false-positive breast biopsies thereby reducing the stress on the patient and also reducing the cost for the medical system.

To access the complete interview, [click here](#)

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A cost-effective screening method for breast cancer that offers greater accuracy, speed and comfort

Breast cancer is a big concern for women globally. Every year 1.7 million new cases of breast cancer are diagnosed around the world with 522,000 women dying annually from the disease. In the US 268,600 new cases of invasive breast cancer and 40,000 breast cancer-related deaths are predicted to occur in 2019. These statistics are truly horrifying; hence there is an urgent need for a cost-effective screening method that offers greater accuracy, speed, and comfort.



2-D Mammography is the standard in routine screening for the detection of breast cancer; however, 1 in 5 breast cancers are missed due to false-negative readings. Also, false-positive breast biopsies are costing the health system up to US\$2 billion annually, as 50% of women who get annual mammograms over a 10-year period will be given a false-positive result. Limitations in sensitivity, particularly in dense breasts, have motivated the development of alternative imaging techniques.

The global breast imaging market is expected to reach \$4.14

billion by 2021, at a CAGR of 8.5% from 2016 to 2021, and \$7.3 billion by 2024.

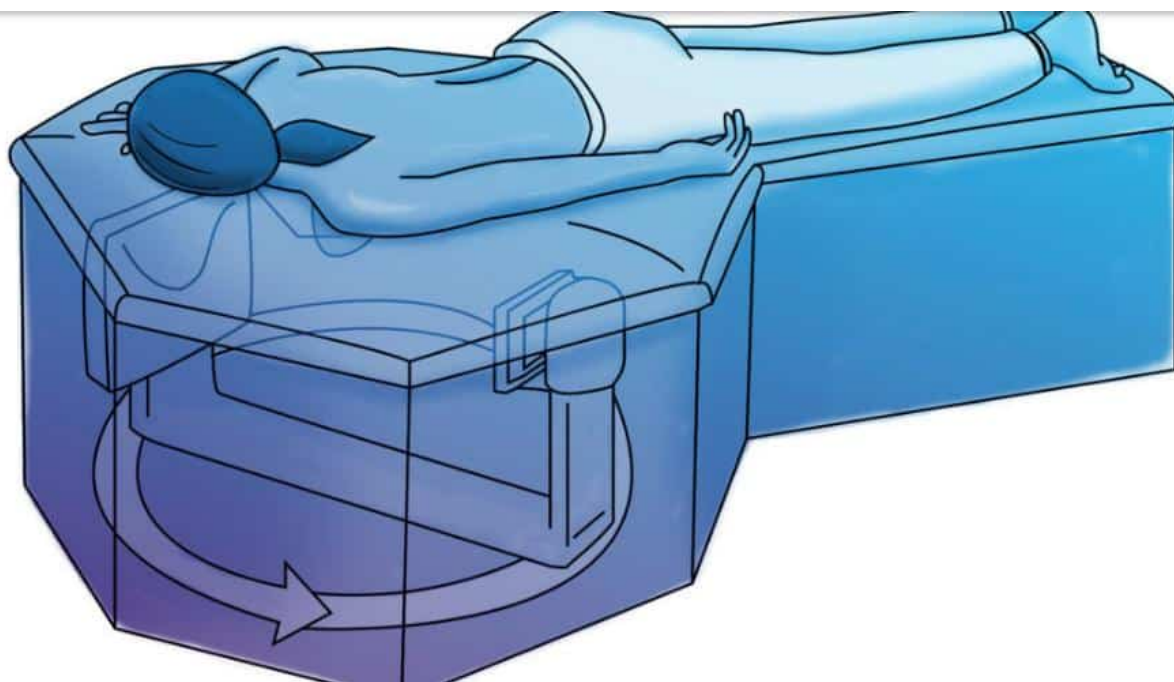
Izotropic Corporation (CSE: IZO) and its wholly-owned U.S. operating subsidiary, Izotropic Imaging Corp. (IIC), were established to begin commercializing the next generation of breast imaging technology. The Izotropic Breast Imaging System provides true 3-D imaging (CT) with a 360 degree view acquisition. With breast CT, identifying tumors and determining their size, shape, location, and depth is made easier with multiple viewpoints. The word isotropic means 'even in all directions', which embodies the unique function of breast CT and is the word from which the Company name was derived.

The Izotropic 3-D Breast Imaging System

The Izotropic Breast Imaging System is the next generation of breast imaging technology for early diagnosis of breast cancer. The system can produce 500 uncompressed images every 20 seconds, and importantly there is no painful breast compression in the imaging process. The 3-D images are top quality and crystal clear. Izotropic Corp. states: "Results of images taken on hundreds of patients during clinical trials at UC Davis Medical Center show that the most recent model of the Izotropic Breast Imaging System is superior to the current modalities when used with contrast."

Dr. John Boone, Ph.D., a Professor of radiology and biomedical engineering at the UC Davis Medical Center states: "Our results from preliminary studies show that dedicated breast CT scanning is significantly better than 2D mammography for finding breast masses that turn out to be malignant." Dr. Boone is the co-inventor of what is now known as the Izotropic Imaging System. He is also the recipient of the American Association of Physicists in Medicine (AAPM) 2019 William D. Coolidge Gold Medal.

The Izotropic Breast Imaging System takes images with a 360 degree view



Izotropic Corp.'s revenue model

Izotropic Corp. will rely on a recurring revenue model of usage-based agreements with hospitals and clinics rather than rely on a sales revenue model for its Izotropic Breast Imaging System. By using this model the following benefits should be created for diagnostic facilities: An increased adoption rate and cuts in upfront capital cost.

As of July 1, 2019, there are a total of 8,663 Mammography Quality Standards Act (MQSA) certified facilities and 20,545 accredited units in the USA. This means the opportunity is very large, and that is only in the US.

Just last week Izotropic Corp. announced that they had established a new U.S. operating subsidiary (Izotropic Imaging Corp.) and launched a new website (izocorp.com), showing the Company is now targeting the US market.

Izotropic Corp.'s primary directive is to provide fast, efficient, affordable, and best-in-class breast imaging for early diagnosis of breast cancers. Given patient's desire for

more accurate diagnosis, and medical doctor's desire to be effective and also reduce litigation risk; it seems clear the industry will consider very carefully a move towards using Izotropic Corp.'s breast imaging system. Given the global annual death rate from breast cancer is 522,000; I can see 522,000 reasons to adopt the technology.