



NEWS RELEASE

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For Immediate Release:

International Scientific Cooperation to Advance Image-Guided Prostate Cancer Care

American College of Radiology (ACR), AdMeTech Foundation and European Society of Urogenital Radiology (ESUR) Create Standards for High Quality MRI

Reston, VA (Feb. 7, 2012) – To improve early diagnosis and treatment of prostate cancer, ACR, AdMeTech Foundation and ESUR have formed a joint effort to expedite development of standards for the Magnetic Resonance Prostate Imaging Reporting and Data System (MR PI-RADS) modeled after a successful effort in breast cancer care. The goal is to expedite the transfer of high-quality MRI from laboratories to patients to address the major need in prostate cancer care — reducing unnecessary biopsies and treatment. Over-diagnosis and over-treatment associated with current prostate cancer screening (PSA testing) has been highlighted by the United States Preventive Services Task Force, American Cancer Society and other groups. MR PI-RADS is expected to be completed and ready for distribution in early 2013.

“MR PI-RADS will build on the ACR’s experience with the Breast Imaging Reporting and Data System (BI-RADS®) that has led to improvements in breast cancer screening and treatment worldwide. This new system will continue the good stewardship of vital healthcare resources clearly demonstrated by radiologists in the past,” said Jeffrey Weinreb, MD, ACR representative and co-chair of the MR PI-RADS Steering Committee.

MR PI-RADS will be based on prostate MRI guidelines developed by ESUR and the work by the AdMeTech Foundation’s International Prostate MRI Working Group.

“This tool will set the standards for prostate MRI reporting and help more efficiently combat prostate cancer by reducing unnecessary biopsies and focusing resources on those patients who truly need further treatment,” said Jelle Barentsz, MD, ESUR representative and co-chair of the MR PI-RADS ACR’s Steering Committee.

“Prostate cancer — the most common major cancer in the United States and the second most lethal malignancy in men — represents a major public health problem. Advanced imaging technologies and their BI-RADS standardization enabled minimally-invasive, precisely-targeted diagnosis and treatment of breast cancer for women. Similarly, MR PI-RADS will transform prostate cancer care for men,” said Faina Shtern, MD, AdMeTech Foundation’s representative and a member of the ACR’S Steering Committee.

To arrange an interview with a spokesperson please contact Shawn Farley at 703.648.8936 or PR@acr.org.

About American College of Radiology:

The ACR is a national professional organization serving more than 34,000 radiologists, radiation oncologists, interventional radiologists, nuclear medicine physicians and medical physicists with programs focusing on the practice of radiology and the delivery of comprehensive health care services.

About AdMeTech Foundation:

A Boston-based non-profit organization providing leadership for ground-breaking programs in research, education and awareness to advance diagnostic tools for improved early detection and treatment of prostate cancer. AdMeTech Foundation

gratefully acknowledges the support from the Telemedicine & Advanced Technologies Research Center (TATRC). AdMeTech Foundation's International Prostate MRI Working Group's research and development were made possible by a grant awarded and managed by the U.S. Army Medical Research & Materiel Command (USAMRMC) and TATRC, at Fort Detrick, MD under Contract Number: W81XWH-09-0552 (www.admetech.org).

About ESUR:

The European Society of Uro-genital Radiology (ESUR) was founded in 1990, to promote high quality science and clinical practice of uro-genital radiology. Members of the ESUR are the World leading radiologists in uro-genital radiology. This society was especially successful with establishment of guidelines such as on the safe use of contrast media and on female genital imaging, and recently on standardization of prostate MRI.