



## Company Profile

**Industry Sector:** Medical Devices

**Company Overview:** VPDiagnostics is developing MRI image analysis based technology and products that significantly improve risk assessment of stroke from carotid artery disease. Our products will allow physicians to make better decisions before potential surgical intervention. The result will be superior care with a higher cost/benefit ratio.

**Target Market(s):** Patients which are considered for a surgical procedure to alleviate the risk of stroke. Two primary markets:

1. Patients with carotid artery disease are symptomatic for stroke. In the US, approximately 300,000 symptomatic patients/yr that are evaluated for surgical intervention. Worldwide ~1MM cases.
2. Patients with carotid artery diseases and are asymptomatic for stroke. In the US, approximately 500,000 patients/yr that would benefit from this screening. Worldwide ~1.5MM cases/yr.

## Management

**Leadership:**

Hui Hu Ph.D., President and CEO

William Kerwin, Ph.D VP Research and Development

Mike Hartmann, MS, MBA VP Business & Product Development

Dongxiang Xu, Ph.D. VP of Engineering

**Scientific Advisory Board:**

Products are based on technology from the Vascular Imaging Laboratory (VIL) at the University of Washington. VIL leads the world in scientific publications in this field.

## Key Value Drivers

**Technology:** CYPHER® is the first U.S.-approved combination drug device intended to help reduce restenosis (reblockage) of a treated coronary artery. The stent's treatment process is controlled by a polymer coating that gradually releases the drug sirolimus into the vessel lining to prevent scar tissue growth, a frequent reaction that leads to reblockage following current treatment procedures.

**Competitive Advantage:** The CYPHER® Stent is the only drug-eluting coronary artery stent whose performance is supported by two large-scale, randomized, double-blind, controlled clinical trials. The data from these trials showed sustained reduction in the incidence of re-blockage by more than 90 percent as compared to a conventional bare metal stent, with a greater than 95 percent chance that patients can avoid retreatment. The outstanding results were achieved in a broad range of patients, including those with complex lesions and at high risk for reblockage.

**Plan & Strategy:** Seeking a strategic partner.

\*Technology funded by the NCRR and being commercialized under the NIH-CAP.

## Product Pipeline

**PlaqueView:** a complete package for identifying the morphology of atherosclerotic disease of the carotid arteries. Available Q3 2008

**PlaqueView SurgiPlan:** An enhanced version of PlaqueView that will enhance surgical planning for carotid endarterectomy procedures.

**PlaqueView SmartScore** – A unique, IP protected method for predicting the risk of stroke based on the characterization of carotid plaques. Available Q2 2010

