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RaySearch establishes North American sales organization

RaySearch Laboratories AB (publ.) has formed a US subsidiary named RaySearch Americas Inc. The new company will be located in New York and will market RaySearch's treatment planning system RayStation® in the North American market. This will include sales as well as service, clinical support and input into product development based on the North American experience. RaySearch Americas will also support the first clinical implementation of RayStation® in the US, which is currently taking place at Massachusetts General Hospital in Boston.

"We started marketing RayStation® from Sweden in 2010 when we received 510(k) clearance. As we now have the first reference customer up and running and see considerable interest from other clinics in North America, we feel the timing is right to set up our own US sales and service organization to fulfill our customers' needs in the best possible way. This is a logical step in our evolution but nevertheless a significant strategic milestone for RaySearch," says Johan Löf, CEO of RaySearch.

To lead the sales and support effort, Marc Mlyn has been recruited as President and CEO of RaySearch Americas, and David McPhail as Vice President of Sales. Both have a long history in the radiation oncology industry, particularly in the area of radiation therapy planning. Marc Mlyn spent more than a decade building up and leading the ADAC/Philips Radiation Oncology Systems' worldwide support organization. He joins RaySearch from CIVCO where he was the Vice President of Marketing and Product Development. David McPhail began his career in radiation therapy handling strategic accounts for ADAC/Philips and eventually became the Vice President of Oncology sales for all of North America. He also comes from CIVCO where he served in the same capacity.

"I am excited to have the opportunity to take part in the introduction of RaySearch's treatment planning system into this market. RaySearch Laboratories has a long and successful history in radiation therapy algorithms and software products. We believe that with the existing large and dedicated development organization we can provide cutting edge treatment planning functionality that is both pertinent and accessible to all radiation therapy departments", says Marc Mlyn.

David McPhail adds: "There is a place for best-in-class solutions in radiation therapy departments. Given the right products that meet customer needs, combined with world class customer service and true clinical partnership, RaySearch Americas can fill a much needed role in our business."

"I am very happy that Marc and David are joining us and I am convinced that their talent and vast experience will be instrumental for establishing RayStation® as the leading treatment planning system in the North American market," concludes Johan Löf.

RayStation® integrates all RaySearch's advanced treatment planning solutions into one flexible treatment planning system. It combines unique features such as multi-criteria optimization tools with full support for 4D adaptive radiation therapy. It also includes functionality such as RaySearch's market-leading algorithms for IMRT and VMAT optimization and highly accurate dose engines for both photon and proton therapy. The system is built on the latest software architecture and has a graphical user interface offering state-of-the-art usability.

ABOUT RAYSEARCH

RaySearch Laboratories is a medical technology company that develops advanced software solutions for improved radiation therapy of cancer. RaySearch's products are mainly sold through license agreements with leading partners such as Philips, Varian, Siemens, Nucletron, IBA Dosimetry and TomoTherapy. To date, 15 products have been launched through partners and RaySearch's software is used at some 1,500 clinics in more than 30 countries. In addition, RaySearch offers the proprietary treatment planning system RayStation® directly to clinics. RaySearch was founded in 2000 as a spin-off from Karolinska Institutet in Stockholm and the company is listed in the Small Cap segment on NASDAQ OMX Stockholm.

For more information about RaySearch, visit www.raysearchlabs.com.

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