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Novian Health Announces Agreement with Rose Medical Center in Denver

*Leading Denver Hospital Among First in Country to Offer
Novilase Breast Therapy*

CHICAGO – [Novian Health](#), manufacturer of [Novilase™ Breast Therapy](#) for benign breast tumors, announced an agreement with [Rose Medical Center](#) for Rose to provide the Novilase laser treatment to treat breast lumps.

“Rose Medical Center is recognized throughout the country for its breast health services,” said [Henry R. Appelbaum](#), Novian Health’s President and CEO. “Their embrace of Novilase shows that leaders in breast health recognize the benefits this technology brings to their patients.”

The Rose agreement is one of several similar agreements that will be announced by Novian Health this year.

Novilase is a minimally invasive procedure that uses heat from a laser to destroy benign breast tumors, or [fibroadenomas](#). Fibroadenomas are prevalent in younger women. An alternative to surgery, Novilase is safe, effective, and less risky than lumpectomy while providing a superior cosmetic outcome. Novilase is FDA-cleared for this indication and is not an experimental procedure.

“We’re using Novilase for non-surgical removal of non-malignant tumors, but we see this as a stepping stone to using this same treatment for malignant tumors, as well,” said Barbara Schwartzberg, M.D., chairwoman of the Rose Medical Center Cancer Committee. “I believe we’re witnessing a major step toward even better treatment options for breast cancer patients.”

Novilase will be performed at the Rose Breast Center using only local anesthetic. The procedure is performed via two small probes inserted through tiny nicks in the skin. Only targeted tissue is destroyed. The skin nicks made for the procedure close with a bandage instead of sutures. After the treatment, the body’s natural process repairs the site by replacing ablated tissue with normal tissue.

Rose Medical Center is also participating in the [American Breast Laser Ablation Tracking Evaluation](#) (ABLATE) data collection program, to gather further clinical information about Novilase. Novilase is FDA-cleared and is not an experimental procedure.

About Rose Medical Center

Well known as a Denver institution for 60 years, HealthONE Rose Medical Center is a leader in comprehensive women's, surgical and endoscopy services, heart and vascular, orthopedics, total joint replacement, bariatrics, and sports, internal and aesthetic medicine. By offering a high level of expertise and service across all disciplines, Rose has become a destination hospital, attracting patients from throughout Colorado and around the world.

Rose Medical Center was recently named one of the nation's [100 Top Hospitals®](#) by Thomson Reuters, a leading provider of information to improve the cost and quality of healthcare. The award recognizes hospitals that have achieved excellence in clinical outcomes, patient safety, patient satisfaction, financial performance, and operational efficiency. This was the fourth time that Rose was recognized with this honor.

About Novian Health

Novian Health Inc., located in Chicago, is a privately held company with proprietary technology for the treatment of tumors using Interstitial Laser Therapy (ILT). The company's minimally invasive Novilase procedure uses ILT (controlled heating) for the ablation of breast tumors as an alternative to the surgically invasive, traditional "lumpectomy."

Novian Health received its first FDA 510(k) market clearance for treating fibroadenomas (benign tumors) of the breast and expects to offer its technology at centers around the country. Approval for treatment of malignant tumors will also be sought.

For more information, call (312) 266-7200 or access www.novianhealth.com.

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