FOR IMMEDIATE RELEASE

ORFIT LAUNCHES OPEN FACE HYBRID MASK FOR PATIENT IMMOBILIZATION IN RADIATION ONCOLOGY

New Advance Enables Increased Patient Comfort, High-Precision Treatment

INDIANAPOLIS – Aug. 5, 2013 – Orfit Industries America, North American subsidiary of Orfit Industries, a world leader in patient immobilization systems, today announced the launch of the Open Face Hybrid Mask. The new, reinforced Open Face Hybrid Mask has been designed to optimize patient comfort during radiation therapy of the head and neck areas, while enabling the same and, in many cases, better reproducibility and higher-precision treatment than standard head and neck masks. The Company made its announcement as part of its participation at the Aug. 4-8 American Association of Physicists in Medicine (AAPM) Annual Meeting in Indianapolis.

In a November 2012 abstract in the International Journal of Radiation Oncology Biology Physics, a team from the Memorial Sloan Kettering Cancer Center in New York, reported preliminary data showing that the open face mask leads to better immobilization of the cranium and lower jaw than a conventional mask typically used in radiation oncology treatment. Based on approximately 160 registrations of pre- and post-treatment kV imaging, the researchers concluded that an open face mask provided robust immobilization and could be safely considered for use in radiation therapy for claustrophobic patients and potentially for all head and neck cancer patients undergoing radiation therapy.

The Open Face Hybrid Mask leaves most of the face uncovered, thereby reducing the often significant discomfort and high anxiety experienced by claustrophobic and most patients undergoing head and neck Radiation Therapy. Reinforced with Orfit’s proprietary thermoplastic materials, the new mask is also thinner and lighter than standard masks, while ensuring maximum horizontal and rotational stability. Like all thermoplastic materials made by Orfit, it is easy to mold and use, providing excellent reproducibility. The open face mask is compatible with real-time patient tracking systems, which monitor intra-fraction patient movement, helping to ensure correct patient set up and accuracy of treatment.

“The Orfit Open Face Hybrid Mask is a transformational product for patients and providers in the radiation oncology clinical setting,” said Martin J. Ratner, Orfit Industries America Vice President of Sales and Marketing. “We listened closely to our customers, including many of the leading cancer centers in North America in applying our technology in thermoplastics to develop a product that for the first time enables two of the principal goals in radiation therapy – effective immobilization and increased patient comfort.”

In addition to collaborating closely with its customers, Orfit drew on its more than 20 years of R&D experience in optimizing radiation treatment to create the Open Face Hybrid Mask. The company is currently developing a similar mask for pediatric use.

Editor’s Note
For high resolution photos, please see: http://www.orfit.com/en/mod_news/launch-open-face-mask/

About Orfit Industries
A family-owned business headquartered in Antwerp, Belgium, Orfit Industries is a market leader in the development and manufacturing of low temperature thermoplastics, hardware and accessories for patient immobilization and positioning in radiation oncology. With exports to more than 80 countries worldwide, the company also manufactures thermoplastic materials for the physical rehabilitation and technical orthopedics markets, such as splints and prostheses. In addition to Orfit Industries America, its North American subsidiary based in Jericho, New York, Orfit has subsidiaries in Germany and France.

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