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Gamma Medica Bolsters Executive Team to Support Fight Against Breast Cancer



Gamma Medica, a leader in molecular breast imaging (MBI) technology, announced that Philip M. Croxford has been appointed as Chief Executive Officer. The company also named Scott Headland as its new Vice President of Sales. These executive changes align with Gamma Medica's focus on commercialising its unique breast imaging technology for improved cancer detection in the 40 percent of women with dense breast tissue. Gamma Medica's former CEO, Jim Calandra, has left the company to pursue other business opportunities.

Croxford is a seasoned leader with extensive expertise in driving growth and building strong global brands in a wide range of medical modalities. With over 25 years of experience in the bio-surgical and medical device business, he has previously held CEO and President positions at LifeCell Corporation, Getinge AB, Draeger Medical and Johnson & Johnson ETHICON.

At Gamma Medica, Croxford will be responsible for driving the successful commercialisation of the company's LumaGEM[®] MBI system. A recently published study of nearly 1,600 women conducted by the Mayo Clinic showed that MBI found four times more invasive cancers in women with dense breasts versus screening mammography. "Phil brings an impressive track record of commercial leadership at this important stage of our company's growth, as well as a shared passion for LumaGEM's potential as a life-saving technology in the fight against breast cancer," said David Eichler, Chairman of Gamma Medica.

"We're thankful for Jim's efforts in bringing the LumaGEM technology to market. I am excited to join the Gamma Medica team, and we are collectively committed to bringing this game-changing technology to a broader audience on a commercial scale," said Croxford. "We see the potential to drive adoption and mass awareness of MBI to both physicians and patients."

As Vice President of Sales, Headland will lead Gamma Medica's newly expanded sales team and focus on sales and marketing opportunities for the LumaGEM MBI system. He has over 25 years of experience in capital medical imaging sales and was most recently National Sales Director for the Interventional X-ray Division at Toshiba America Medical Systems. Additionally, he has held various sales and leadership positions with Philips Medical Systems' Advanced Molecular Imaging division and Siemens Medical Solutions.

"LumaGEM's potential to increase early breast cancer detection in women with dense breast tissue is undeniable," said Headland. "In a very short time, we've doubled our sales team, successfully recruiting seasoned veterans with broad and deep industry experience from many of the leading medical imaging companies. We expect to add more exceptional sales managers in other key markets throughout this year."

About Gamma Medica

Gamma Medica, Inc. is a women's health company focused on overcoming the critical shortcomings of mammography and other screening modalities in the early detection of breast cancer. The company's LumaGEM[®] MBI system is the first commercially available, FDA-cleared, fully solid-state digital imaging system utilising dual-head Digital Direct Conversion Gamma Imaging[™] (DDCGI[™]) technology for molecular breast imaging. With over 90 percent sensitivity and specificity, LumaGEM MBI has been shown to significantly improve cancer detection in women with dense breast tissue with fewer false positives relative to anatomical imaging technologies. For more information visit www.gammamedica.com

Source: [Gamma Medica](#)

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