



---

## Press release

**April 5, 2013**

### **Akeso Medical Imaging renamed Hemics.**

**Eindhoven, the Netherlands, April 5, 2013 – Akeso Medical Imaging BV** announces today that as of this day the company has adopted a new name: Hemics BV.

Hemics is the first company in the world to develop a non invasive optical imaging device that supports the rheumatologist in objective assessment of inflammatory status in RA. Inflammatory status is a key parameter for rheumatologists in treatment decisions for patients with RA. Reducing the inflammation to a state of remission will improve quality of life of RA patients and reduce long term disability. The device works by measuring the blood flow in 22 joints of the hands and wrists using diffuse optical transmission in combination with a patented blood flow modulation method. Based on optical technology the device poses no risk for the patient and is fast, operator independent, inexpensive and easy to use.

Dr. Petra van den Elsen, CEO comments on the name change: "We believe the new name will better convey the scope of our company. Hemics refers to the word "hemodynamics", the study of blood flow or circulation, which is exactly what our optical imaging technology uses to visualize inflammation. We have timed this change well before entering the market, to take full advantage of our new brand right from the first product launch which we expect in Europe in the fourth quarter of 2013."

**About Rheumatoid Arthritis (RA)** - RA is a chronic inflammatory disease, affecting between 0.5% and 1% of the population worldwide. RA is a progressive disease with currently no cure, making the disease a chronic condition. RA is associated with regular flare ups and if left untreated these will cause irreversible joint damage and ultimately severe joint deformation and loss of function. The treatment of RA is staged. Initially the patient receives classical disease modifying anti-inflammatory drugs. If this treatment becomes ineffective, different and more advanced drugs (e.g. biologics, such as anti-TNF antibodies) are deployed. Treatment is to be guided by monitoring of disease activity, and if done adequately, irreversible joint damage can be prevented and discomfort due to the disease and drug side effects can be limited. As such monitoring of disease activity will help to reduce the overall treatment costs, which is important given the chronic nature of RA.

**About Hemics** - Hemics B.V. (formerly Akeso Medical Imaging B.V.) is a medical device company active in the field of Rheumatoid Arthritis (RA). Hemics' ambition is to improve the quality of life of patients with RA by creating imaging devices that support the rheumatologist in monitoring and treatment of this disease. Hemics' systems are based on patented optical inflammation detection technology, a non-invasive, fast and operator independent method that supports rheumatologists in objective assessment of inflammatory status, a key parameter in the treatment of patients with RA. Hemics was founded as a spin-off of Royal Philips Electronics where the inflammation detection technology was invented. For more information, please visit [www.hemics.com](http://www.hemics.com).

**Contact information:**

**Hemics B.V.**

Petra van den Elsen, MD, PhD, MBA, CEO

T: +31 (0)40 30 20 019

E: [petra@hemics.com](mailto:petra@hemics.com)

W: [www.hemics.com](http://www.hemics.com)