

# **Nociscan Virtual Discogram featured in “Inside Business” show hosted by Fred Thompson - Discovery Channel, CNN Headline News**



May 4, 2012, Redwood City, Ca (Business Wire) – Nocimed, LLC is pleased to announce an upcoming segment on the television show “Inside Business” hosted by Fred Thompson featuring Nocimed’s investigational Nociscan Virtual Discogram MR spectroscopy diagnostic technology and product. This segment is scheduled to broadcast nationally on the Discovery Channel, via most major cable and satellite providers across the United States, on Thursday, May 10 between 7-7:30am Eastern and Pacific, 6-6:30am Central, and 5-5:30am Mountain times; and at two additional dates and times still to be scheduled. This segment will also be broadcast via CNN Headline News in certain specific regional markets and time slots, initially to include: Minneapolis-St. Paul (Charter cable network) on Sunday, May 6 at 6:54am, 8:54am, and 5:24pm; Seattle-Tacoma (Comcast cable network) on Friday, May 11 at 12:24pm and 1:24pm and Saturday, May 12 at 9:24am; and New York at four dates and times yet to be scheduled. A streaming video link also showing this feature segment, and updates regarding its future scheduled broadcasts, are expected to be provided for a limited time at [http://www.nocimed.com/mediacenter\\_newsroom.html](http://www.nocimed.com/mediacenter_newsroom.html)

## **About Nociscan Virtual Discogram**

The Nociscan Virtual Discogram is an investigational new software-based application of magnetic resonance spectroscopy (MRS) – an available mode of using most high field MR systems for non-invasively measuring tissue chemistry adjunctive to “MRI” for imaging tissue structures. This is being developed for potential future use with standard commercially available MR hardware to supplement standard MRI exams of the lumbar spine in order to non-invasively measure and assess tissue chemistry of intervertebral discs. This is being evaluated in clinical studies to potentially aid in the assessment of degenerative disc disease and discogenic low back pain. Back pain reportedly represents the leading cause and cost of worker’s compensation and disability claims, the second leading cause for doctor visits in middle-aged patients, and the leading category of all diagnostic MRI procedures. The Nociscan technology and procedure involves a proprietary protocol for acquiring MRS data from discs, and securely uploading the data to a Nociscan cloud server where a proprietary software-based Sigpro post-processor automatically processes the data used to generate a Nocigram report. These results provide information related to the chemical environment in the discs examined, and may be securely communicated or accessed electronically. The Nociscan Virtual Discogram was awarded “#1 Overall Best New Technology in Spine for 2011” by Orthopedics This Week, a leading magazine in spine and orthopedics.

CAUTION: Investigational device. Limited by Federal law to investigational use.

## **About Nocimed**

Nocimed, LLC is a privately held Delaware limited liability company with its principal operations based in Redwood City, CA. Nocimed was founded in 2008 to develop technologies for the diagnosis of tissue degeneration and pain, and in particular degenerative musculoskeletal (MSK) pain. The company’s first and primary investigational product – the Nociscan Virtual Discogram – is a new software-based application of magnetic resonance spectroscopy (MRS). A suite of investigational MRS-related software utilities are also being developed to support the Nociscan application. These are also being evaluated as

potential future products under a broader mission to develop and provide value-added diagnostic applications to address areas of significant unmet clinical needs – especially in the areas of MSK, pain, and cloud computing/software as a service (SaaS). The company’s current research is supported in part by active collaborations with multiple MR system manufacturers, and funded by various grants and qualified private investments from accredited investors. The company expects such continued research support may be augmented with increasing exposure of the on-going research activities and potential future directions.

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