

Suddenly, We Hear Radiotherapy is “Good Enough” to Treat Brain Cancer.



Why This Thinking is a detrimental to Your Patients and Your Profits

Radiosurgery and radiotherapy sound similar - and that's part of the problem

“Radiosurgery” is a single-session surgical procedure performed by a neurosurgeon that uses radiation to destroy its target. “Radiotherapy” is an extended treatment program using fractionated radiation over multiple sessions. The conformality of the radiation dose and the precision of radiation delivery make radiosurgery ideal for brain surgery – radiotherapy is not. But there are equipment vendors in the market trying to convince you otherwise.

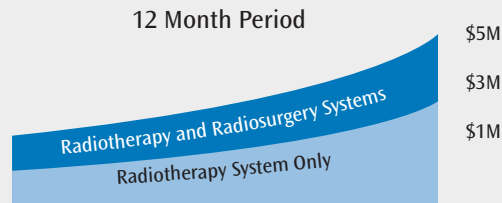
WHY ARE VENDORS CREATING THIS RADIOSURGERY-RADIOTHERAPY CONFUSION?

Competition for your capital dollars is intense. Convincing you to use a radiotherapy system for brain surgery lets some equipment vendors build a seemingly attractive 2-for-1 story. Closer examination proves this argument false. Using radiosurgery for the brain and radiotherapy for the body is better for your patients - and your profitability.

WHAT'S BEST FOR YOUR HOSPITAL?

Data from more than 200 sites proves the profitability of investing in both radiosurgery and radiotherapy systems. A radiosurgery system typically pays for itself after 75 procedures - and an average hospital will conduct nearly 200 procedures in a year. Using radiotherapy systems for treating brain indications is highly inefficient and ultimately throttles your revenue stream. In other words, two revenue streams are better than one (see ROI data at www.elekta.com/proof).

Revenue Generation – Typical Model



WHAT'S BEST FOR YOUR PATIENTS?

Radiosurgery results in superior patient care, primarily because it is a precise, single-dose procedure delivered by a highly skilled neurosurgeon. Limited radiation exposure and precise delivery protect healthy tissue around the target - and allow patients to recover more quickly and more completely. Radiotherapy systems are not a precise or efficient. Clinical data supports the fact that radiosurgery is better for treating brain metastases and other types of brain cancer (see www.elekta.com/proof).

WHERE CAN YOU GO FOR UNBIASED INFORMATION YOU CAN USE TO MAKE SOUND DECISIONS?

Elekta is only solutions provider offering both radiosurgery and radiotherapy systems. As an innovator and market leader in both areas, we can provide you with complete information you need to make informed, profitable decisions. See case studies and other relevant data at www.elekta.com/proof.

Patient Care Comparison

	Radiosurgery	Radiotherapy
Dose	Single	Multiple
Accuracy	<0.3mm	>1.0mm
Tracking	10x/second	1x/2seconds
Brain Indication Treatments	300,000+	250,000+

