



Information

PENTAX

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Cancer Innovation Award is the prize for Dr Paul Hurlstone



***Dr Paul Hurlstone at the Medical Futures Innovation Awards
Colour image available from m.boersma@defacto.com***

Dr Paul Hurlstone, Consultant Gastroenterologist at the Royal Hallamshire Hospital, Sheffield has won a prestigious Cancer Innovation Award, a category within the Medical Futures Innovation Awards 2007.

Referred to by the industry as the 'Healthcare Oscars', the Medical Futures Innovation Awards are the UK's most sought after healthcare accolade and have become a national showcase of clinical and commercial excellence. The

Awards help encourage, support and reward new ideas and advancements in healthcare that can improve people's lives.

Dr Hurlstone won the Best Diagnostic in the Cancer Innovation Award for his work using the PENTAX Confocal Endomicroscopy system in the detection of Colorectal Cancer. Confocal Endomicroscopy is a revolutionary new technology for endoscopic examinations, developed jointly by PENTAX Lifecare and Optiscan Imaging Limited, enabling endoscopists *in vivo* microscopic observation of mucosal tissues and dramatic subsurface imaging to a depth of approximately 250 microns. This allows them to perform real-time virtual biopsies and in many cases, the need to take a physical biopsy can be removed.

In addition to winning the Cancer Innovation Award Dr Hurlstone was also a nominee for the Best National Health Innovation Award, supported by the NHS National Institute for Health Research and National Innovation Centre. This was also for his work with the PENTAX Confocal Endomicroscopy system.

Dr Hurlstone's presentation to the judging panel described the miniaturisation of technology into a PENTAX flexible endoscope and he also described his team's clinical studies at Royal Hallamshire Hospital.

The award also coincides with the news that PENTAX Life Care has started a joint venture with the Royal Hallamshire Hospital and the Sheffield Children's Hospital to launch the Sheffield Academy of Endomicroscopy. The Academy is to offer participants introductory training in both Adult & Paediatric Endomicroscopy including in-depth knowledge about the technique and the clinical value of confocal endomicroscopy. Training courses are planned from September 2007 onwards.

Dr Hurlstone said, "On behalf of my team at the Royal Hallamshire, we are delighted to win the Cancer Innovation Award for 2007. It shows the

enormous advances in clinical research that we have made over the last few years and this simply would not have been possible without the groundbreaking technology that the Confocal Endomicroscope offers us as well as the invaluable support from PENTAX Lifecare.”

Comedian and impressionist, Rory Bremner, and actress, Joanna Lumley hosted the awards ceremony in London at the Grounds of the Honourable Artillery Company.

The Medical Futures Innovations Awards were developed to help nurture innovation and entrepreneurship within the medical and allied professions. This year’s awards were judged by a blue ribbon panel of experts from medicine and business including Sir Victor Blank, Michael Sherwood, Sir Richard Sykes, Baroness Susan Greenfield and Professor Sir Magdi Yacoub.

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