

media kit 2025



EUROPEAN HOSPITAL @ MEDICA

SPECIAL NEWS ISSUE: MEDICAL | TECHNICAL | PHARMACEUTICAL | INDUSTRIAL

11-14 NOVEMBER 2024

Patient positioning during cancer radiotherapy: Upright is alright



therapy has a lot of potential, many challenges remain. The most crucial challenge is that we need more data and evidence to support the different decisions that have to be taken for upright radiotherapy:

Reduced setup time, greater patient comfort

Among the speakers was radiation therapist Sophie Busbouvier of the Centre Léon Bérard (CLB) in Lyon, France. This academic institution dedicated to cancer care, research and education, has conducted research with Leo Cancer Care's equipment and recently announced it will install one of the company's patient positioning systems to treat cancer patients.

A CLB study has suggested that patients prefer the upright posture while the acquisition and delivery of the

dated the use of upright therapy clinically. The ENTRO session also heard Thomas Bortfeld from Massachusetts General Hospital discuss treatment concepts facilitated by upright radiotherapy, while Mark Pankuch from Northwestern Medicine Proton Center in Chicago told how his centre has treated almost 700 patients on an upright system.

510k clearance paves way for mainstream success

Leo Cancer Care presented its upright technology, which has seen installations across several centres on both sides of the Atlantic. The underlying Marie concept – named after Nobel laureate and radiology pioneer Marie Curie – combines a CT scanner with an upright patient positioning system. Its positioning system recently gained 510k regulatory approval in the US and is

use the upright approach to deliver proton and carbon ion radiation therapy.

Medical physicist Thomas Mack's Mackie is co-founder and Board Chair of Leo Cancer Care, and particularly thrilled with the 510k approval. I think upright is going to become mainstream, he said.

Implementation in the NHS

In the UK, the charity Macmillan Cancer Support has announced a strategic investment of an undisclosed amount in the company and hopes that the funding will also pave the way for the upright care option to become available through the NHS.

Experts acknowledge there are still challenges with upright radio-

Profile

EH@MEDICA is the only official trade fair newspaper for MEDICA 2025 – the leading international trade fair for the medical industry from 17 to 20 November 2025 in Düsseldorf. EH@MEDICA informs professional visitors about innovations and product premieres, about exhibitor events and the trade fair itself. BE PART OF IT!

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Digital Media:

- E-paper
- Newsletter (2 editions)
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Booking deadline: October 17, 2025

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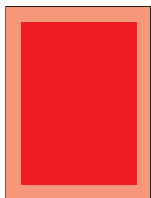
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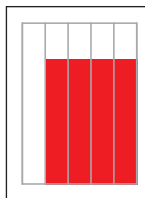
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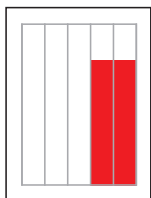
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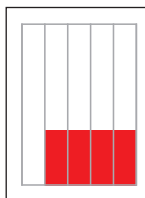
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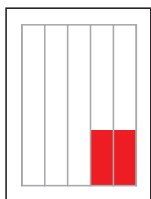
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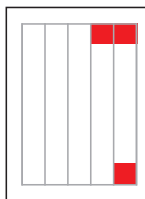
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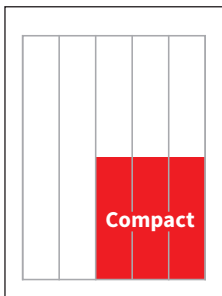
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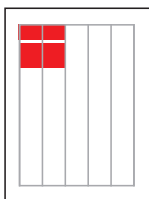


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		International (English)
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Header banner

Laboratory medicine has always been at the heart of MEDICA, and this year's trade fair edition is no exception. In this issue, we take a detailed look at promising developments in lab medicine and pathology, including digitization trends, innovative solutions for automation, and new ways to optimize workflows. Our roundup is completed by highlights from the MEDICA Labmed Forum, which is packed with thought-provoking discussions. Enjoy reading!




Article • Between good practice and financial pitfalls
Delivering molecular pathology at lower costs
Molecular pathology should become centralised in fewer labs to improve efficiencies and affordability, according to leading European experts.



News • Healthcare programme overview
Don't miss: Hot issues, current trends and innovations at the Medica 2024 Labmed Forum
Skills shortages and digitalization, trends in cardiology and oncology, future prospects in laboratory medicine, and healthy aging – these pressing topics are at the forefront of discussions at this year's Medica Labmed Forum.

Content banner



Article • Pros and cons of diagnostic techniques
Liquid biopsy vs. tissue biopsy: Getting the best of both worlds
Tissue biopsy and liquid biopsy can increasingly be used as complementary or alternative approaches, with advantages and limitations to each. While speakers at the 25th European Congress of Pathology in Dublin were quick to highlight that liquid biopsy was not about to replace tissue biopsy, the focus looked at the benefits and challenges of each through the lens of four expert speakers.

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