



EDAP French Efforts Featured in Medical Device Daily From Medical Device Daily, July 14, 2007 edition

EDAP pushes French reimbursement case

EDAP TMS (Lyon, France), a sector leader in high-intensity focused ultrasound (HIFU) treatment of prostate cancer, highlighted the mounting pressure for reimbursement in France from a growing base of Ablatherm-HIFU sites in the public health system, and now in private clinics as well.

Pierre Reboul, the company's director for France, said, "Ablatherm is being reimbursed in key European countries and not in France. Our clinical data demonstrates the clear benefits to the French system, making a strong case for reimbursement approval based on effective treatment and clear demand from health centers seeking the opportunity for greater use of this technology."

EDAP also has continued its media and education campaigns with a recent press conference in Lyon during the training visit of David Crawford, MD, from the *University of Colorado Health Sciences Center* (Denver).

Crawford was visiting Lyon for training prior to beginning U.S. treatments as part of EDAP's clinical study seeking FDA clearance for its Ablatherm-HIFU device in the treatment of localized prostate cancer.

He said: "I am excited about what Ablatherm-HIFU has to offer. Just as with breast cancer, where today more precise and patient quality of life-preserving treatments have reduced the need for radical intervention through a mastectomy as the initial therapy, men are now demanding an alternative to either radical prostatectomy or radiation as a first course of treatment. I have high expectations [for] this technology."

[What do you think?](#)