



PRESS RELEASE

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MOVEMBER PARTNER MRI PRO SET TO GO GLOBAL

Movember partner [MRI Pro](#) has signed distribution deals with both Siemens Medical Solutions and BXTAccelyon that will see its e-learning platform reach more health professionals around the globe.

Paul Villanti, Executive Director of Programs at leading men's health charity Movember, said: "This year, more than a million men around the world will be diagnosed with prostate cancer.

"As a proud supporter of MRI PRO - which is fast becoming a breakthrough e-learning tool in the diagnosis of prostate cancer - the team at Movember are excited by this collaboration between MRI PRO and both Siemens and BXTAccelyon.

"It allows MRI PRO to extend its reach globally, assisting more medical specialists to accurately diagnose prostate cancer and better serving the men impacted by the disease."

With the adoption of MRI as a learning tool in prostate cancer diagnosis through both national and international urology and radiology guidelines (including NICE2, EAU3, AUA4), demand for healthcare professionals experienced in interpreting and accurate reporting of MRI scans is skyrocketing.

MRI PRO is a subscription-based e-learning platform that allows healthcare professionals to test themselves on 300 real prostate MRI cases. Users then receive instant feedback on how they did, including the subsequent biopsy report, making MRI PRO uniquely positioned to have a significant impact on the way that doctors diagnose the disease and manage the treatment of men.

MRI PRO Co-Founder & Chairman, Assoc Prof Jeremy Grummet MBBS, MS, FRACS, said: "As an organisation, we are committed to improve the safety, precision, and efficiency of prostate cancer biopsy, and recognise the hugely important role MRI diagnostics can play.

"However, ensuring all healthcare professionals can gain the necessary experience to maximise the value of MRI within the prostate cancer pathway, is key."

Saheed Rashid, Managing Director, BXTAccelyon, adds: "Earlier and better detection of prostate cancer is proven to widen the available treatment options to patients, which will improve outcomes whilst reducing potential adverse side-effects and / or relapse.

"Prostate MRI represents the next stage in prostate cancer diagnosis, but there is an unmet demand for education and training in MRI imaging and interpretation by urologist and radiologist. BXTAccelyon is therefore delighted to be the global distribution partner for this online learning platform that is paving the way for MRI education."

CHANGING THE FACE OF MEN'S HEALTH



All cases on MRI PRO are acquired and reported to PIRADS v.2 specifications, including access to histology reports. Users submit their answers on PIRADS score, location of index lesions and staging information for each case.

Made in Australia for radiologists and urologists around the world, MRI PRO is the world's largest online trainer in prostate MRI. A team of the world's top experts from universities including Cambridge, Stanford, University of California San Francisco and New York University have advised on the program.

MRI PRO is also accredited by the European Accreditation Council for Continuing Medical Education (EACCME), the American Medical Association (AMA), the Royal Australasian College of Surgeons, and the Royal Australian and New Zealand College of Radiologists to earn CME points.

For more information, or to see the tool in action, head to mripro.io

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About MRI PRO PTY LTD

MRI PRO is a world's industry standard online prostate MRI training tool designed to help doctors and health care professionals required to accurately diagnose prostate cancer scans from MRI machines and to learn how best to interpret these images.

About Movember

Movember is the leading global men's health charity. The charity raises funds to deliver innovative, breakthrough research and support programs that enable men to live happier, healthier and longer lives. Committed to disrupting the status quo, millions have joined the movement, helping fund over 1,250 projects focusing on prostate cancer, testicular cancer and suicide prevention.

In addition to tackling key health issues faced by men, Movember is working to encourage men to stay healthy in all areas of their life, with a focus on men staying socially connected and becoming more open to discussing their health and significant moments in their lives. The charity's vision is to have an everlasting impact on the face of men's health. To donate or learn more, please visit Movember.com.