

## **SENSIMED ADDS KEY EXECUTIVES TO THE MANAGEMENT TEAM**



Lausanne, May 31<sup>st</sup>, 2011. Swiss-based company Sensimed AG has developed the SENSIMED Triggerfish<sup>®</sup>, a revolutionary contact lens for the continuous monitoring of fluctuations in intraocular pressure to facilitate the management of glaucoma. Sensimed announced today the addition of key executives to the management team, Dr. René Goedkoop as Chief Medical Officer (CMO) and Stig Visti Andersen as Vice-President Sales and Marketing. In addition, Dr. Kaweh Mansouri will serve as Medical Director for the company.

Says Jean-Marc Wismer, CEO of Sensimed: “The company has made tremendous progress over the last three years in the development, industrialization and CE marking of the product, and has established strong partnerships to deploy the technology in various geographies including Europe, South Korea, Latin America, the Middle East, and others to follow over the next months. Sensimed is now entering into a new phase of development with a strong expansion in scale and scope of post-marketing clinical trials throughout the main regions in the world, and with selective targeted commercialization in a number of geographies. To this regard, the additions to our management team are providing the company with the right expertise and experience to successfully address the upcoming new clinical and commercial developments.”

René Goedkoop, MD, serves as CMO and is responsible for clinical development and medical affairs since February 2011. He joined Sensimed from Shogu Consulting, an independent consultancy with focus on clinical development strategy and implementation for biotechnology and medical device companies. Previously, he held leadership positions with focus on the clinical development of innovative technologies. He was VP clinical development at Apoxis SA, Head of clinical development at Modex/Isotis SA, corporate therapeutic director new therapies at Serono International SA, clinical research physician at Eli Lilly Inc. In 1991 he left his residency cardiopulmonary surgery at the University of Amsterdam to join Centocor Inc working on the first therapeutic monoclonal antibodies that made it to the market. He has recently been an independent member of the board of directors at Neovacs SA.

Stig Visti Andersen, M.Sc (Econ), comes to Sensimed with a background in sales, marketing and senior management roles at Eli Lilly and Glaukos Corporation. In addition he has worked for several years as a management consultant for medical device start-up companies. Mr. Andersen says “The SENSIMED Triggerfish technology provides an exciting opportunity for the doctors treating glaucoma to personalize the treatment of their patients. I expect it to become an indispensable tool in optimizing the management of glaucoma patients.”

Kaweh Mansouri, MD, MPH is a glaucoma specialist and works at the prestigious Hamilton Glaucoma Center, University of California at San Diego, the most productive glaucoma center worldwide in terms of scientific output and impact. Dr. Mansouri has been involved with the technology since its initial availability for clinical trials, and is the author of various publications relating to 24-hour monitoring and the use of the SENSIMED Triggerfish. His support as an expert in the field of glaucoma has been instrumental to the company. Says Dr. Mansouri: "The innovative approach behind this technology provides glaucoma specialists and researchers with the potential to revolutionize the way glaucoma is treated and understood. Finally, reproducible IOP-monitoring over 24-hours is available to ophthalmologists and I expect that this will help ophthalmologists as well as patients to better understand and manage their disease."

Glaucoma is an initially asymptomatic, progressive and irreversible degenerative disease of the optic nerve, leading to blindness unless adequate treatment is provided. Glaucoma is the second most common cause of blindness worldwide and affects about 70 million people. Intraocular pressure (IOP) is a major risk factor for glaucoma and the only treatable one. Circadian changes of IOP are dynamic and individual, with transient peaks and troughs over a 24-hour period. By providing ophthalmologists with the 24-hour profile of IOP, the SENSIMED Triggerfish<sup>®</sup> helps the doctor to better understand the condition of the patient, to provide personalized treatment, and to monitor the efficacy of the treatment over time.

About Sensimed:

Established in 2003, Sensimed AG is a Swiss company with its principal focus on design, development and commercialization of integrated micro-systems for medical devices. Sensimed was spun off from the well renowned Swiss Federal Institute of Technology (EPFL) and grows within a world-leading cluster for medical devices in the lake of Geneva area. Sensimed has developed a new, patented, non-invasive product that will significantly improve identification and treatment of glaucoma disease by monitoring intraocular pressure around the clock. [www.sensimed.ch](http://www.sensimed.ch)