



BLUE EARTH
D I A G N O S T I C S
A Bracco Company

**Prostate
Cancer**

**Experience.
Innovation.
Transformation.**

Redefining the landscape of prostate cancer diagnosis, evaluation and clinical management

We are applying our leadership in PET radiopharmaceutical innovation to explore promising new compounds with the goal of changing the future of prostate cancer care.

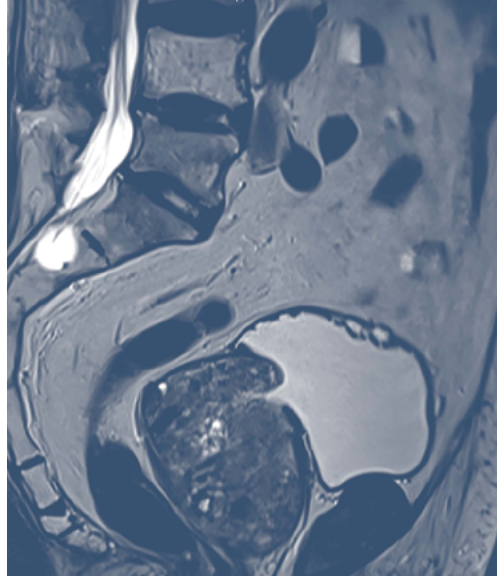
Because prostate cancer diagnosis and treatment must advance

Since its founding in 2014, Blue Earth Diagnostics has been focused on addressing unmet needs in prostate cancer.

While there have been many advances in screening, diagnosis and management in recent years, prostate cancer remains a leading cause of new cancer cases in men in the United States.^{1,2} Various diagnostic imaging agents are utilized throughout the continuum of care.³⁻⁶ However, conventional imaging techniques have many limitations when it comes to prostate cancer identification and localization.⁶⁻¹³ Greater imaging accuracy is needed, at the earliest possible state of disease and throughout the care continuum, to optimize therapeutic decision-making.

Grounded in innovation

Blue Earth Diagnostics is an established leader in the development of novel positron emission tomography (PET) imaging agents to inform clinical management decisions with the goal of positively impacting overall outcomes for patients with prostate cancer.



Driving transformation

We apply our extensive experience and innovative technology to explore promising new radiopharmaceutical compounds for their diagnostic and therapeutic potential with the goal of truly changing the future of prostate cancer.

OUR SCIENCE

We're continuing to develop and advance radiopharmaceutical technology for positron emission tomography (PET) imaging in prostate cancer.

Compared with conventional imaging modalities such as computed tomography (CT), magnetic resonance imaging (MRI) and bone scan, PET imaging provides greater sensitivity and specificity.¹⁴

Investigating radiohybrids—a significant new class of radiopharmaceutical^{15,16}

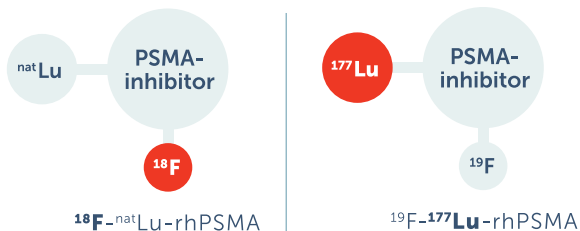


Image adapted from Wurzer A et al. *J Nucl Med.* 2020.¹⁵

- Two binding sites on 1 core molecule
- For diagnostic use, one site is labeled with a radioactive imaging isotope and the other site with a nonradioactive molecule
- For therapeutic use, the imaging isotope is nonradioactive, and the other site is labeled with a therapeutic isotope

Potentially allows for theranostic (diagnostic and therapeutic) benefits

OUR PORTFOLIO

These agents are designed to have a positive impact on patient care—with a focus on areas of significant unmet need in prostate cancer.

Molecule	Potential use	Application	Preclinical	Phase 1	Phase 2	Phase 3	Approved
¹⁸ F-Fluciclovine	Suspected recurrent prostate cancer	PET imaging	██████████	██████████	██████████	██████████	██████████
¹⁸ F-rhPSMA-7.3*	Prostate cancer	PET imaging	██████████	██████████	██████████	██████████	██████████
rhPSMA*†	Prostate cancer	Radiopharmaceutical therapy	██████████	██████████	██████████	██████████	██████████

*Investigational products have not yet been approved by the Food and Drug Administration.

†Developed by Blue Earth Therapeutics.



Blue Earth Diagnostics understands the reimbursement process and is here to provide the support you need to help patients access our products. Our program can provide you and your staff with answers to common reimbursement questions, as well as the resources you need.



Email bedus@blueearthdx.com to connect with your Field Reimbursement Specialist

Blue Earth Diagnostics can connect you with a Field Reimbursement Specialist to review information about local and national payer coverage requirements and to answer other reimbursement-related questions about our approved product.

Learn more about the Blue Earth Diagnostics Prostate Cancer franchise at

www.ProstateCancer-BlueEarthDx.com

References: **1.** National Cancer Institute: Surveillance, Epidemiology, and End Results Program. Cancer Stat Facts: Prostate Cancer. Accessed October 13, 2021. <https://seer.cancer.gov/statfacts/html/prost.html> **2.** Siegel RL, Miller KD, Fuchs HE, Jemal A. Cancer Statistics, 2021. *CA Cancer J Clin.* 2021;71(1):7-33. doi:10.3322/caac.21654. Epub 2021 Jan 12. Erratum in: *CA Cancer J Clin.* 2021;71(4):359. **3.** Referenced with permission from the NCCN Clinical Practice Guidelines in Oncology (NCCN Guidelines®) Guideline for Prostate Cancer (Version v3.2022). © National Comprehensive Cancer Network, Inc. 2022. All rights reserved. Accessed January 18, 2022. To view the most recent and complete version of the guideline, go to NCCN.org. NCCN makes no warranties of any kind whatsoever regarding their content, use or application and disclaims any responsibility for their application or use in any way. **4.** Trabulsi EJ, Rumble RB, Jadvar H, et al. Optimum imaging strategies for advanced prostate cancer: ASCO guideline. *J Clin Oncol.* 2020;38(17):1963-1996. **5.** Expert Panel on Urologic Imaging; Coakley FV, Oto A, Alexander LF, et al. ACR Appropriateness Criteria® Prostate Cancer—Pretreatment Detection, Surveillance, and Staging. *J Am Coll Radiol.* 2017;14(5S):S245-S257. **6.** Expert Panel on Urologic Imaging; Froemming AT, Verma S, Eberhardt SC, et al. ACR Appropriateness Criteria® Post-treatment Follow-up Prostate Cancer. *J Am Coll Radiol.* 2018;15(5S):S132-S149. **7.** Choueiri TK, Dreicer R, Paciorek A, et al. A model that predicts the probability of positive imaging in prostate cancer cases with biochemical failure after initial definitive local therapy. *J Urol.* 2008;179(3):906-910. **8.** Hricak H, Choyke PL, Eberhardt SC, Leibel SA, Scardino PT. Imaging prostate cancer: a multidisciplinary perspective. *Radiology.* 2007;243(1):28-53. **9.** Kirkham AP, Emberton M, Allen C. How good is MRI at detecting and characterising cancer within the prostate? *Eur Urol.* 2006;50(6):1163-1174. **10.** Schiavina R, Ceci F, Borghesi M, et al. The dilemma of localizing disease relapse after radical treatment for prostate cancer: which is the value of the actual imaging techniques? *Curr Radiopharm.* 2013;6(2):92-95. **11.** Wolf JS Jr, Cher M, Dall'era M, Presti JS Jr, Hricak H, Carroll PR. The use and accuracy of cross-sectional imaging and fine needle aspiration cytology for detection of pelvic lymph node metastases before radical prostatectomy. *J Urol.* 1995;153(3 pt 2):993-999. **12.** Merdan S, Womble PR, Miller DC, et al. Toward better use of bone scans among men with early-stage prostate cancer. *Urology.* 2014;84(4):793-798. **13.** Ikonen S, Kärkkäinen P, Kivisaari L, et al. Magnetic resonance imaging of clinically localized prostatic cancer. *J Urol.* 1998;159(3):915-919. **14.** Crawford ED, Koo PJ, Shore N, et al. A clinician's guide to next generation imaging in patients with advanced prostate cancer (RADAR III). *J Urol.* 2019;201(4):682-692. **15.** Wurzer A, Di Carlo D, Schmidt A, et al. Radiohybrid ligands: a novel tracer concept exemplified by 18F- or 68Ga-labeled rhpSMA inhibitors. *J Nucl Med.* 2020;61(5):735-742. **16.** Ballinger JR. Theranostic radiopharmaceuticals: established agents in current use. *Br J Radiol.* 2018;91(1091):20170969. doi:10.1259/bjr.20170969



BLUE EARTH
D I A G N O S T I C S

A Bracco Company

**Prostate
Cancer**

©2022 Blue Earth Diagnostics, Inc. All rights reserved.
BEDPRC22-0003 1/22