



Going overseas with CAD for RA Supported by business link UK

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Dr. Olga Kubassova has two master degrees from universities in Russia and Finland, a PhD from the University of Leeds and has recently won Yorkshire Forward's Bioscience award for Entrepreneur of the Year. Business Link Yorkshire has helped Olga transform her dreams of helping those in need to establishing a business that could speed up the diagnosis and treatment of rheumatoid arthritis, a crippling condition affecting two per cent of the population.

Throughout the stages of development, Kubassova worked closely with Business Link, receiving free impartial advice and support leading to the creation of Image Analysis, a company which produces software products for users of Magnetic Resonance Imaging (MRI) equipment (www.imageanalysis.org.uk). Based out of offices in Leeds Image Analysis Ltd develops software solutions for fully automated analysis of MRI scans. They work with clinics and research laboratories that conduct MRI studies, creating new and innovative ways of analysing the data.

Olga says: "Steve Richardson has been advising us from last autumn. He has been always available to share my concerns and discuss the business. Steve introduced me to a number of great people, I received advice on branching out into Europe, export legislation, how to write contracts, seek financial guidance and position Image Analysis as a brand so that it was accessible to people at all levels."

The company's core product DYNAMIKA™ incorporates the latest technological and scientific thinking. This allows increased data fidelity and speeds up reading and interpretation of MRI scans. Integrating Image Analysis's products and services into clinical routine can reduce the possibility of human error and waiting times between scanning and diagnosis of the condition.

"Business Link has opened doors for us with exporting our technology and as a result, four hospitals in Europe taking our technology on board. Our software is going to be put into use in Italy, Copenhagen, Poland and Vienna."

Olga's vision is to create a system where people considered to be most at risk can have regular tests to speed up the diagnosis, and the treatment, of arthritis. The cost savings to the NHS would be incalculable.

Helen West, Chief Executive for Business Link Yorkshire says: "We are delighted to be working with so many incredible businesses and personalities throughout Yorkshire. Olga Kubassova is a testament to the entrepreneurial spirit and also diversity in the region. I hope that we continue to work closely with Olga as her business grows. Olga is clearly an inspiring business woman of the future."

Notes to editor:



NOTES TO EDITORS

- Business Link Yorkshire is a central point of information and access to advice for all businesses in the region, no matter what size or stage of development. This covers an individual thinking about starting a business to a large corporate wanting to enter new markets.
- We are a private sector business funded by the public purse, through Yorkshire Forward – this means we are impartial and have no vested interests. We are here to help businesses set up, survive, grow and increase profitability. Our services help businesses assess and reduce their risks, avoid pitfalls and learn from the mistakes and successes of others.

For more information please could you contact:

Alex Evans in the Business Link Yorkshire press office: 01226 735424 or via email, a.evans@businesslinkyorkshire.co.uk

Image Analysis Ltd

Image Analysis Ltd a new Innovative Company (www.imageanalysis.org.uk), which specialises in developing computer-aided algorithm for MRI data analysis This is of particulate interest in early diagnosis, quantitative evaluation of patient progress and treatment effect. Main applications for the algorithms are in rheumatology, cancer and general immunology. The company's core product Dynamika is currently being used in RCT, R&D projects, and clinical research. Dynamika allows automating clinical workflow and improving data quality, which lead to the increase of productivity of staff, reduction of costs and elimination of human bias from the evaluations. There are number of appealing features such as advanced visualisation and automated reporting system, which give doctors statistical and visual results in a speedy manner.

For information on Image Analysis please contact: Dr Olga Kubassova, Managing Director, Email: olga@imageanalysis.org.uk Phone:+447985939915 or Jeremy Nettle, Chairman, Email: jeremy.nettle@imageanalysis.org.uk Phone:+447774962333