

4<sup>TH</sup> QUARTER, 2023. ISSUE NO. 12

# NEWSLETTER

Noteworthy News from RF Medical Co., Ltd.



## CONTENTS

**HIGHLIGHTS****CONGRESSES****MASTERCLASSES****TRAININGS****NEW RELEASES****2024 OUTLOOK**

## OVERVIEW

Following the completion of the MDR transition, we promptly initiated support for distributors in the region by providing the required documents and materials. Instead of concentrating solely on sales growth in 2023, all team members devoted their best efforts to consolidating internal stability and establishing the groundwork for an even greater leap forward in 2024.

# HIGHLIGHTS



## 2023 RFA Masterclass Tours

In addition to marketing medical devices, manufacturers also have a duty to offer training, ensuring users can use them safely and conveniently. Therefore, to fulfill this commitment, we proactively respond to market demands, providing on-site training opportunities. Our goal is to empower users to receive training in a setting where they will directly engage with patients, particularly in regions with limited accessibility and training options.

### INDONESIA

#### Multi-Center RFA Masterclass and Training Courses

October 1 - 7, 2023



Radiofrequency masterclasses featuring multiple applications were conducted across five hospitals in Indonesia. Given that a significant number of doctors in Indonesia are still unfamiliar with Radiofrequency Ablation (RFA), this training aimed to introduce and familiarize them with the procedure. The majority of participating doctors demonstrated a readiness to embrace new procedures, reflecting an open-minded approach to providing a broader range of beneficial solutions to their patients.

The training covered RFA applications for liver and lung tumors, and thyroid disease. Additionally, there was considerable interest in exploring RFA for varicose veins and hemorrhoids, prompting discussions about incorporating these topics in the next training session.

### ECUADOR

#### MYOBLATE™ & THYBLATE™ Masterclass and Tumor RFA Training Courses

November 27 - December 2, 2023



In collaboration with the local distributor Invimedic, Dr. Ireedui successfully organized masterclasses on thyroid, gynecological, and liver cancer over a span of six days in three distinct locations in Ecuador. Notably, the event marked a significant milestone with the introduction of the first endometrial ablation and transcervical myoma ablation procedures in the country. Dr. Acosta, who had undergone comprehensive training during her visit to Korea in early November, and Dr. Abad, who also visited Korea in early September, actively participated in the thyroid RFA training. Their involvement included sharing cases and leading hands-on training sessions.

# CONGRESSES

## KOREA

### KCOG 2023

The 16th congress of Korean College of OB-GYN

October 22 | Seoul, Korea



### KAES 2023

Korean Association of Endocrine Surgeons - School of Endocrine Surgeons 2023

October 22 | Seoul, Korea



## INTERNATIONAL

### JSOF 2023

Jakarta Surgical Oncology Forum

Oct 3-8, 2023 | Jakarta, Indonesia

During the Jakarta Surgical Oncology Forum, a prominent conference held from October 3 to 8, we actively engaged in discussions centered around thyroid radiofrequency treatment as the main topic. Notably, we organized a separate Hands-on workshop, seamlessly integrated into the main program, generating considerable interest in thyroid radiofrequency ablation and our THYBLATE™ Thyroid RFA system. A thyroid hands-on workshop at Dalmis National Cancer Center was conducted as part of the JSOF, featuring presentations from Dr. Yasa, Dr. Ireedui, and Robert Yoo of RF Medical. Each speaker covered three topics in 15-minute sessions. The 10 thyroid hands-on cases were split between Dr. Yasa and Dr. Ireedui for two groups. About 35 doctors attended from across Indonesia, including those with device purchases but lacking confidence. Dr. Ireedui's expertise garnered high trust, resulting in a very satisfactory response to the training.





## ESGE 2023

European Society for Gynecological Endoscopy 32nd Annual Congress

Oct 1-4, 2023 | Brussels, Belgium

Our participation in this year's ESGE proved to be exceptionally impressive and successful. The booth attracted significant interest, and the joint symposium with LiNA Medical drew a substantial audience. Building on the momentum from GYNITALY, this event further strengthened MYOBLATE™'s global presence.



## ESIR Course - Thyroid Thermal Ablation

European School of Interventional Radiology

Oct 5-6, 2023 | Milan, Italy

The ESIR course on thyroid thermal ablation was conducted flawlessly, engaging around 40 participants from various corners of the globe. Our participation was prominently showcased through an interactive booth and practical hands-on training workshops. Additionally, the course featured recorded cases demonstrating the efficacy of our THYBLATE™ system, further enhancing the learning experience for attendees.

## FIGO 2023

24th FIGO World Congress of Gynecology and Obstetrics

Oct 9-12, 2023 | Paris, France

At the 24th FIGO World Congress of Gynecology and Obstetrics, our distributor LiNA medical actively participated as an exhibitor. A small workshop dedicated to MYOBLATE™ took place, accompanied by a meeting with our Key Opinion Leaders (KOLs). The discussion was notably productive and positive, focusing on future collaborations regarding the applications of RFA procedures in gynecology.



## SDK 2023

Schilddrüsen Kongress 2023 in München

Oct 16-17, 2023 | Munich, Germany

The organization of this year's Schilddrüsen Kongress marked a noticeable improvement over the previous years, indicating a positive trend toward enhancement. The booth attracted more visitors and generated greater overall interest. Despite challenges, many individuals approached seeking information for their patients, reflecting a growing patient-driven demand for the treatment options in Germany.

## ACTA 2023

The 9th Asian Conference on Tumor Ablation

Oct 20-22, 2023 | Guangzhou, China

ACTA 2023 took place in Guangzhou, China, where our team from both the Chinese office and headquarters warmly welcomed visitors at the booth. Engaging in meaningful discussions, we met with numerous doctors specializing in procedures beyond RFA. These conversations revolved around plans to introduce RFA, following the completion of the registration process for our RFA systems in China.



## APAGE 2023

The 23rd Annual Congress of the Asia Pacific Endoscopy & Minimally Invasive Therapy

Oct 27-28, 2023 | Singapore

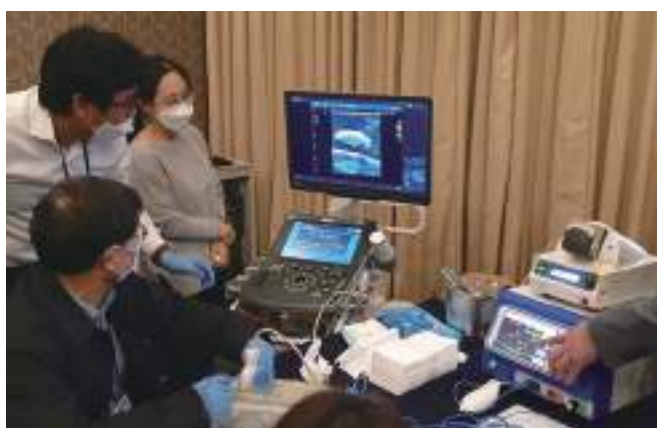
It was our first participation in the Asia-Pacific Association for Gynecologic Endoscopy and Minimally Invasive Therapy. Despite marking our first presence at the congress, MYOBLATE™ had significant attention, with many visitors already familiar with our innovative procedure. Our participation highlighted advancements in our procedures, fostering connections with professionals across the Asia-Pacific region.

## AAGL 2023

52nd Global Congress on Minimally Invasive Gynecologic Surgery (MIGS)

Nov 6-9, 2023 | Nashville, USA

LiNA Medical, our exclusive distributor in the USA, showcased the innovative MYOBLATE™ with great enthusiasm. The event marked a significant stride in expanding MYOBLATE™'s presence in the U.S., thanks to the dedicated efforts of our valued partners at LiNA Medical and Joe Macchio from our US office.



## ASUS 2023

Asian Surgical Ultrasound Society

Nov 18-19, 2023 | Seoul, Korea

ASUS 2023, an international conference held annually in Korea, remains a key event on our calendar. As in preceding years, we continued our tradition of supporting the Thyroid RFA Hands-On Session with our THYBLATE™ system. Additionally, our booth extended a warm welcome to visitors from various neighboring countries, fostering valuable connections and collaborations.



Explore the dynamic initiatives and achievements of our global network of distributors as they actively contribute to the success and growth of our products and services. Their dedication and efforts play a pivotal role in extending our reach and impact across diverse markets. Discover the highlights of their endeavors in advancing our shared mission. Beyond what is introduced on this page, our network engages in a myriad of initiatives globally.

## DISTRIBUTOR

### AAO 2023

American Academy Of Otolaryngology-Head And Neck Surgery 2023

Sep 30- Oct 4, 2023 | Nashville, USA



### INCA 2023

Instituto Nacional de Câncer (National Cancer Institute)

Nov 10-11, 2023 | Rio de Janeiro, Brazil



### Vascular Congress 2023

Vascular Congress 2023

Nov 17-18 | Moscow, Russia



### Thyroid Cancer Asian Seminar

2023 Thyroid Cancer Asian Seminar & Thyroid Ablation Masterclass

Nov 18-19 | Taoyuan City, Taiwan



### Cardiovascular Congress 2023

Cardiovascular Congress 2023

Nov 26-29, 2023 | Moscow, Russia



### Phlebology Congress 2023

Phlebology congress 2023

Nov 29 - Dec 01, 2023 | St. Petersburg, Russia



# MASTERCLASSES TRAININGS

## REGULAR MASTERCLASSES

Explore the highlights of our regular masterclasses held in Q4 for MYOBLATE™ and THYBLATE™. Journey through the dynamic sessions that fostered skill refinement, knowledge exchange, and a deeper understanding of our innovative procedures.



### MYOBLATE™ International Masterclass in Madrid

Oct 20, Nov 17 | Madrid, Spain

**Lead Clinician: Dra. María Luisa Cañete Palomo**

In the fourth quarter, we organized two master classes. Beyond doctor education, these sessions serve as platforms for knowledge exchange with participating doctors from diverse countries. Discussions encompass processes for integrating our technology into local medical systems or hospitals and establishing patient-friendly environments. The significance extends beyond education, as, being a manufacturer and a global distributor, we gain valuable insights to enhance our products and services, ensuring continuous improvement and excellence.







## THYBLATE™ IX Brazilian Hands-on Course in Rio de Janeiro

Dec 15-16 | Rio de Janeiro, Brazil

Sponsored by **RGS Healthcare & Surgical Line**

**Lead Clinician: Dr. Leonardo Rangel**

In the vibrant setting of Rio de Janeiro, Brazil, the 9th Thyroid RFA Masterclass, led by Dr. Leonardo Rangel and featuring distinguished faculty members Prof. Ralph Tufano, Dr. Erivelto Volpi, Dr. Rafael De Cicco, Dr. David Goldenberg, was a global gathering of thyroid RFA experts. Professionals from Brazil, the U.S., and Mexico converged, fostering a rich exchange of knowledge. The success of this event sets the stage for the 10th Thyroid RFA Masterclass in March 2024. We invite physicians to join us, contributing to the global expertise that defines these enriching gatherings. Stay tuned for more details on this upcoming chapter in our commitment to advancing thyroid RFA practices.



TRAININGS



Embark on a transformative training experience as individual doctors and distributors undergo comprehensive sessions in Korea. Explore their skill enhancements, invaluable insights, and collaborative learning that contribute to advancing expertise in our procedures and products. Please contact our local sales representatives or reach us directly for training information at [overseas@rfa.co.kr](mailto:overseas@rfa.co.kr).

### DISTRIBUTORS TRAINING



## VeinCLEAR™ Endovenous RFA Training for Thai Distributor (RSVASP)

Nov 28 | Seoul, Korea

Four employees from RSVASP, the distributor set to introduce VeinCLEAR™, an endovenous RF ablation product, to the Thai medical community, recently visited Korea. They underwent a comprehensive one-day product training session, enhancing their knowledge and readiness for the product launch in Thailand.





## PHYSICIAN TRAINING



### THYBLATE™ Training at Asan Medical Center & RF Medical HQ

Nov 8-9 | Seoul, Korea

Ecuadorian doctor, Dra. Monserrath Acosta Naranjo, undertook a specialized thyroid RFA training course in Korea. She participated in comprehensive training at Asan Medical Center, and furthered her expertise with product training and hands-on sessions at RF Medical headquarters. Beyond the educational aspect, it was her first visit to Korea. Accompanied by our team members, Andy and Kofi, she explored Seoul's tourist attractions, embracing the experience despite the cold weather.



### MYOBLATE™ Training at Namjungwon Women's Hospital

Nov 24 | Seoul, Korea

Dr. Usha, a respected Indian physician, undertook training at Namjungwon Women's Hospital in Korea - a designated excellent training center for MYOBLATE™, under the guidance of Dr. SH Lee. The focus of the training was on RFA for uterine fibroids, adenomyosis, and hypermenorrhea. The comprehensive program included theoretical training, hands-on phantom practice, and live case observations, ensuring a thorough understanding and practical application of the procedures.

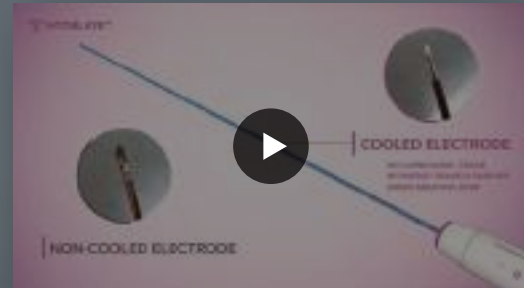


# NEW RELEASES

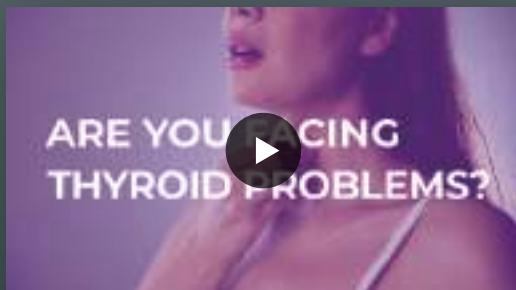
## New Videos



THYBLATE™ Thyroid RFA Procedure:  
A Video Case Study



MYOBLATE™ RFA System & Procedure [3D]



THYBLATE™ Patient Awareness Video



MYOBLATE™ Patient Awareness Video

## Website updates



THYBLATE™ Website  
with Updated FAQs



MYOBLATE™ Website  
with Multi-language Options



2024 **OUTLOOK**

As we step into 2024, it marks a pivotal year of advancement in various domains. Key highlights of our outlook include:

**Growth of the LATAM Market:** Anticipate new registrations, partnerships, workshops, and the expansion of service center operations, propelling our presence in the LATAM region.

**Building Strategic Partnerships in the USA:** Our focus on establishing strategic partnerships and a targeted sales network aims at capturing a larger market share in the USA.

**Introduction of New Products in the Korean Market:** Anticipate the launch of innovative products as we continue to enrich our offerings in the dynamic Korean market.

**Join us on this journey of progress and innovation in 2024!**

**1Q PREVIEW****MD&M West 2024**

The 22nd Asian Oceanian Congress of Radiology  
Feb 6-8 | California, USA

**MITT 2024**

Minimally-invasive Treatments of the Thyroid  
Feb 15-16 | Milan, Italy

**SDD 2024**

Schilddrüsen-Dialog 2024  
Mar 21-23 | Seefeld, Austria

**AOCR 2024**

The 22nd Asian Oceanian Congress of Radiology  
Mar 22-25 | Taipei, Taiwan

**MYOBLATE™ Masterclasses**

Location Mongolia, Spain, France

**THYBLATE™ Masterclasses**

Location Brazil

**THYBLATE™****MYOBLATE™****EMBLATE™****VeinCLEAR™****Mi-BLATOR™****CRYO-BLATOR™****HEMO-BLATE™****FISTU-TIP™****PILON-TIP™**

\*RF Medical holds the above trademarks for its medical devices. Each brand is associated with a specific model. The registration status of each trademark may vary by country. Please be aware that not all products are registered or available for sale in every country.



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