

EMDA® (ELECTROMOTIVE DRUG ADMINISTRATION)

EMDA® utilizes a small electrical current to accelerate and deliver the ionized drug molecules into the tissue by active transport. The rate of drug administration is fully controllable by varying the current intensity

The two main electrokinetic principles are:

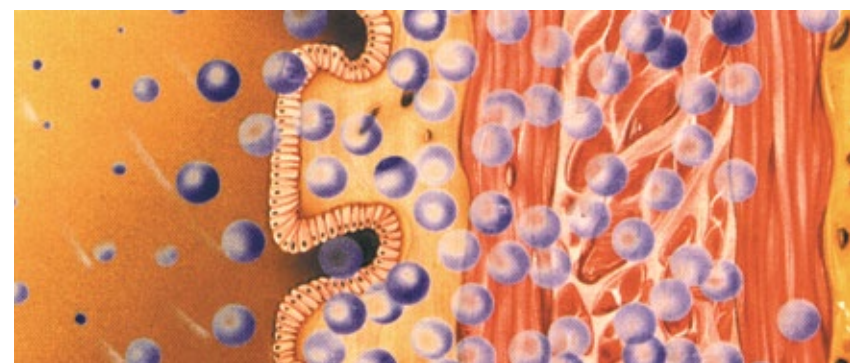
IONTOPHORESIS - the transport of ionized drug molecules into the tissue by applying an electrical current through a solution containing the ions, e.g. mitomycin C, lidocaine.

ELECTRO-OSMOSIS - the transport of non-ionized drug molecules associated with the transport of water, e.g. mitomycin C.

**Innovative
treatment
for urinary
bladder
diseases**

EMDA® INDICATIONS

- *Non-Muscle Invasive Bladder Cancer*
- *Interstitial Cystitis*
- *Bladder Pain Syndrome*
- *Recurrent And Persistent UTI*
- *Hyperactive Bladder*



EMDA® administration



Passive administration

EMDA® method is

**EASY TO USE
FAST
SAFE
MINIMALLY INVASIVE
LIMITED SIDE-EFFECTS**

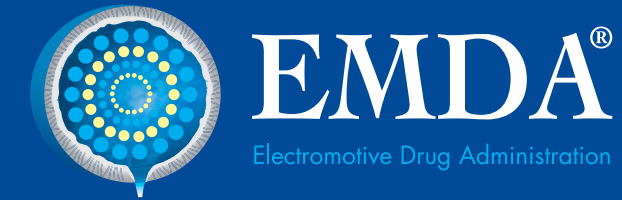


Innovative treatment program
with the **EMDA®** system
for better clinical results
and proven lower costs

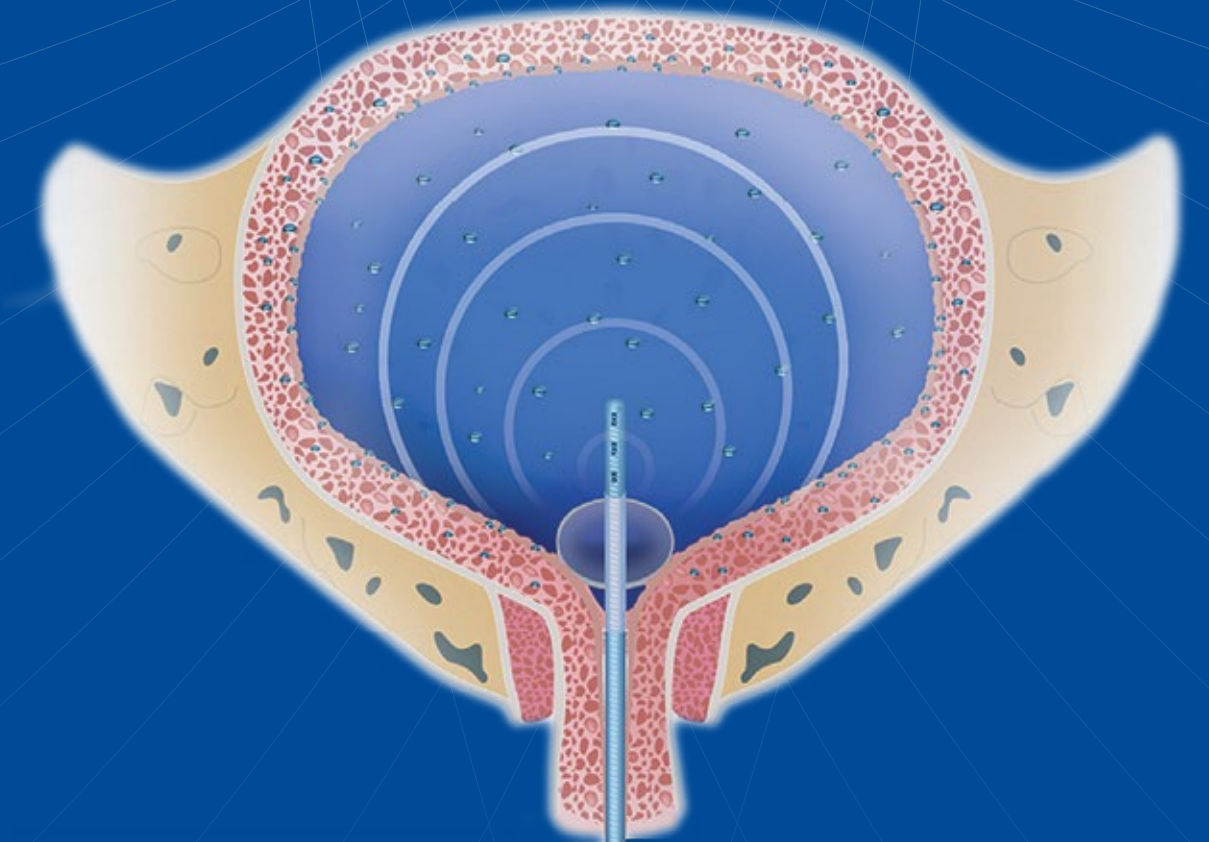
EMDA® system from Physion Srl,
is manufactured in Italy.
The devices are in
full compliance with all current
European Medical Device Directives,
with Class II Device CE-Mark

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A comprehensive program
for the innovative treatment
for urinary bladder diseases



PHYSION®

Rev. 0-2018

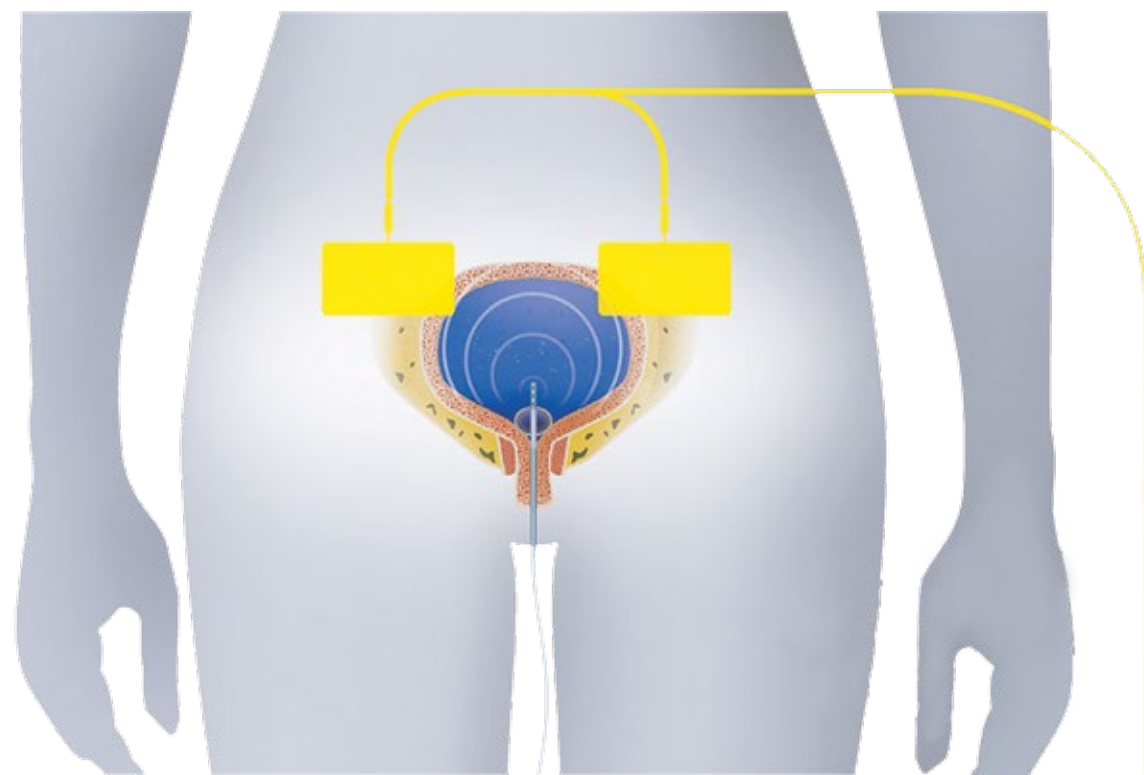
EMDA® (ELECTROMOTIVE DRUG ADMINISTRATION)

EMDA® Electromotive Drug Administration is an **innovative and minimally invasive method** of enhancing local drug penetration

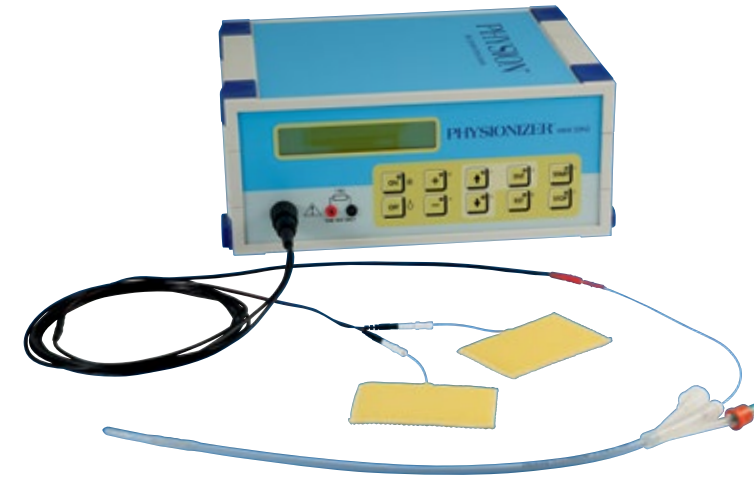
across the urothelium of the bladder and prostatic urethra, resulting in greater quantities of local drug being delivered to a **greater tissue depth than is achievable by passive diffusion** alone, allowing a better clinical efficacy.

EMDA® treatment helps to **avoid many of the side effects** often associated with systemic administration.

EMDA® is designed to provide the solutions to overcome the obstacles often associated with low rate passive diffusion and the inability to control the rate of administration.



INNOVATIVE PROGRAM FOR URINARY BLADDER CANCER TREATMENT (NMIBC)



In 2017 **EMDA®** treatment was included into the EAU (European urological guidelines) for the treatment for urinary bladder cancer

High-risk patients:

A full sequential treatment program with BCG + EMDA-MMC

High-Risk and Intermediate-Risk patients

with superficial bladder cancer EMDA/MMC

All patients:

EMDA/MMC Pre-TURBT treatment



EMDA® is the most cost-effective device-assisted therapy, with low incidence of side effects, improved patient comfort, tolerance and efficacy.

FUNCTIONAL UROLOGY - INDICATIONS

INTERSTITIAL CYSTITIS

Results show that the combination of **EMDA®** treatment and bladder cystodistension is an effective first-line treatment in an outpatient setting.

HYPERACTIVE BLADDER

Treatment of hyperactive bladder with **EMDA®** system and oxybututine plus other drugs in an outpatient setting

RECURRENT AND PERSISTENT UTI

Treatment for urinary tract infections with **EMDA®** system and antibiotics in an outpatient setting.

BPS/IC

Treatment of Bladder Pain Syndrome with **EMDA®** system and selected drugs to improve the quality of life to a selected group of patients in an outpatient setting