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Preora Diagnostics Inc. is dedicated to helping people survive cancer through a proven, two-tiered approach to early detection. The company develops proprietary, low-cost, minimally invasive, highly sensitive and highly specific cancer screening tests using technology that detects and measures cellular changes at the nanoscale level.

The Corporate LiveWire judging panel noted Preora Diagnostics' dedication to identifying cancer at the earliest stage, which could result in earlier treatments for potentially aggressive cancers. Preora's proprietary, automated technology platform, Partial Wave Spectroscopy (PWS) Nanocytology, examines cells at the nano level, where mutations and cellular changes can detect profound changes in a cell's architecture long before they are evident at the micro level. They were particularly pleased with Preora's long-term goal to develop the PWS Nanocytology platform to serve as a highly accurate, low-cost, minimally invasive testing to identify which patients are likely to benefit from gold-standard cancer diagnostic procedures. As well as this innovation, the panel also appreciated how Preora is collaborating with Northwestern University in introducing screening tests for lung cancer, for which 12 million Americans are at risk.

Preora's proprietary technology identifies the cellular changes, which have been successfully studied as potential new biomarkers in more than 1,500 patients in eight different cancer types. Beginning in 2017, test results may aid in risk assessment and early detection of lung cancer in high-risk, asymptomatic patients. Future test results may provide physicians with information that they need to encourage patients to comply with national screening guidelines for colon, prostate and other solid-tumor cancers.

Preora anticipates widespread global adoption by primary care physicians during routine exams as adjuncts to traditional cancer screening tools, such as Low-Dose Computed Tomography (LDCT) and colonoscopy. Compared to the 1950s, early detection with the Pap smear has reduced cervical cancer mortality by more than 90%. The Preora team intends to have as significant an impact as the Pap smear in reducing mortality from other leading solid-tumor cancers.

The company is led by John Hart, a 35-year career healthcare veteran with Baxter, Allergiance, and Cardinal Health. He has been involved in bringing new platform technologies and over 100 new product codes to the healthcare market. He has worked with many early-stage companies to ensure consistent growth in sales and value.