

# Blue Lava AI Inc.

*Gold Standard Care, Anywhere*

MaRS Discovery District, 101 College Street, Room 150, Toronto, ON, M5G 1L7

## Executive Summary

Blue Lava AI enables any cancer treatment center to efficiently deliver world class care for patients. Blue Lava uses AI tools and shared expertise to automatically review and ensure quality of radiation therapy treatment plans.

## Team

Meir Dick, CEO

[Tom Purdie](#), CSO, medical physicist

Chris McIntosh, CTO

## Target Market

Radiation therapy clinics.

13,133 clinics worldwide.

Market value (based on current operating costs of radiotherapy planing and review):

Total Addressible Market: \$3.3 B

Serviceable Available Market: \$653 M

Serviceable Obtainable Market: \$130 M

## Clinical Need

Radiotherapy plan review is time consuming and relies heavily on personal experience and expertise to best manage competing clinical goals. Currently patients treated at smaller cancer centres have worse outcomes than patients treated at high-volume centres.

## Product

AutoQA is software that can automatically and objectively measure the quality of radiotherapy treatment plans, reduce variation, and ensure conformance with protocols. The machine-learning software is patient-specific and provides an objective measurement of treatment plan quality. It improves quality by automatically detecting errors and providing quality estimates that allow the user to know what parts of a plan can be improved, and saves hospitals money through automation and reducing the amount of time required to review plans. AutoQA provides an executive summary highlighting the most pertinent issues upfront so reviewers can focus quickly and prioritize, with reduced time and effort.

## Competition

Treatment planning systems and oncology information systems:

Varian (Eclipse and Aria), Elekta (Monaco and Mosaic), Philips (Pinnacle), RaySearch (Raystation and RayCare)

Dedicated plan review software:

MIM (Maestro Plan Review), Sun Nuclear (PlanIQ)

## Intellectual Property

["Method and system for automated quality assurance and automated treatment planning in radiation therapy"](#) US20160140300A1

### Company Profile:

Industry: Health IT

Status: Start-up

[www.bluelava.ca](http://www.bluelava.ca)

### Contact:

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### Financial Information:

Capital Seeking: Seed round \$1.5M

### Management:

Meir Dick, CEO

Dr. Tom Purdie and Dr. Chris McIntosh,

Founders

### Partners:

Creative Destruction Labs acceleration program

### Publications:

Contextual Atlas Regression Forests: Multiple-Atlas-Based Automated Dose Prediction in Radiation Therapy. McIntosh C, Purdie TG. IEEE Trans Med Imaging. 2016 Apr;35(4):

Fully automated treatment planning for head and neck radiotherapy using a voxel-based dose prediction and dose mimicking method. McIntosh C, Welch M, McNiven A, Jaffray DA, Purdie TG. Phys Med Biol. 2017 Jul 6;62(15):5926-5944.

