

BREVAGen's launch features on Australian TV

16 May 2012 | News | By BioSpectrum Bureau

BREVAGen's launch features on Australian TV show Today Tonight on Channel 7



Singapore: Genetic Technologies revealed that a story highlighting the BREVAGen test and its successful US launch featured nationally across Australian TV. The story was broadcast on last night's episode of news and current affairs television show, Today Tonight, on Channel 7.

Dr Paul MacLeman, CEO, Genetic Technologies, while speaking in this regard said that, "It is fantastic to have the success of BREVAGen's US launch and the enthusiasm of several of our early adopter physicians highlighted in this way. The story also helps reinforce our message to physicians and women that BREVAGen is a world first test which better stratifies a woman's individual chance of developing sporadic breast cancer, the most common form of breast cancer."