

Contact: Jeff Jacomowitz
212-523-6069
jjacomo@chpnet.org

For Immediate Release

**BETH ISRAEL MEDICAL CENTER IS FIRST TO OFFER BRONCHIAL THERMOPLASTY NON-DRUG
TREATMENT FOR ADULTS WITH SEVERE ASTHMA IN THE TRI-STATE AREA**
New Minimally Invasive System by Asthmatx Inc. Was FDA Approved in April

NEW YORK, June 21, 2010 – Beth Israel Medical Center is the first hospital in the New York City tri-state area to begin using a newly FDA-approved innovative treatment for severe adult asthma called the Alair Bronchial Thermoplasty System, by Asthmatx Inc. This non-drug, minimally-invasive procedure is designed for severe persistent asthma in patients 18 years and older whose asthma is not well-controlled with inhaled corticosteroids and long-acting beta-agonists.

Dr. Arthur Sung, who joins Beth Israel's Department of Pulmonary Medicine as the Director of Interventional Pulmonology this month, will be using the new treatment with patients as well as educating other physicians and lung specialists on the effectiveness of the Alair System.

"We are very excited that Dr. Sung has brought this new bronchial thermoplasty system to Beth Israel," said Phillip H. Factor, DO, Chief of the Division of Pulmonary, Critical Care and Sleep Medicine at Beth Israel Medical Center. "Beth Israel has always been known to be one of the most innovative medical institutions in New York and obtaining this technique is the best thing we can do for our asthma patients."

Bronchial thermoplasty is a procedure that delivers thermal energy to the lungs of patients with asthma in order to decrease the amount of smooth muscle in the lungs, the muscles that lead to airway wall constrictions and asthma symptoms. Patients must undergo three separate sessions of outpatient bronchoscopy to have the procedure performed. Patients gain better control of their asthma symptoms because the airways are not able to constrict as much and react as vigorously to asthma triggers.

-- more --

“Interventional pulmonary medicine continues to be a rapidly evolving field. The approval of bronchial thermoplasty introduces a whole new way of treating patients with difficult to control asthma,” explains Dr. Sung. “To be able to offer this for our chronic Beth Israel asthma patients is exciting, with the ultimate goal of improving their quality of life.”

Dr. Arthur Sung comes to Beth Israel from New York Methodist Hospital where he was the Director of Interventional Pulmonology since August 2006. Dr. Sung has been an Assistant Professor of Clinical Medicine at Weill Medical College of Cornell University since 2008.

###