



DeepLook Medical Names Marissa Fayer as New CEO National Leader on Women’s Healthcare To Launch New Measurement Tool

New Haven, CT [September 1, 2022] - As DeepLook Medical prepares to launch its first commercial product, the imaging software company has named a new management team – led by Marissa Fayer, a former Hologic executive and national leader on women’s healthcare.

“DeepLook will improve care and lower cost,” Fayer said. “I’m thrilled to take the company helm at a moment of such promise.”

An engineer and MBA, Fayer led the operational roll-out of the first Hologic 3D tomosynthesis systems. She also founded and manages a global health equity non-profit providing women’s health medical equipment to development nations.

At the upcoming RSNA radiology trade show, DeepLook will introduce *DL Precise*, a one-click lesion segmentation and measurement tool in multiple imaging modalities – starting with mammography. That made the timing of the new CEO appointment especially auspicious.

“*DL Precise* will make an immediate difference for women’s healthcare, with reliable measurement of suspicious lesions – even in hard-to-read dense breast tissue” Fayer said. “With a single click, our software sees through the density, well beyond the range of human visions.”

“We will also be demonstrating at RSNA product extensions of *DL Precise*, including a tumor morphology database that we believe will become an essential component of future radiology reports – especially with breast imaging management,” Fayer said.

Countless medical studies have shown that density yields wide variation in measurement, often resulting in over-diagnosis, with all the cost, anxiety and risk that can entail. By contrast, *DL Precise* is accurate and consistent – all with a single click.

The new DeepLook leadership team is now preparing for *DL Precise* to be featured in multiple booths at the upcoming RSNA trade show.

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