

VizMark – Making Post Biopsy Monitoring More Reliable and Safer for Women with a New Type of Tumor Biopsy Marker



Kim Nelson
CEO

VizMark
<https://www.vizmark.io/>

Contact
Kim Nelson
952.600.2934
knelson@vizmark.com

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Interview conducted by:

Lynn Fosse, Senior Editor
CEO CFO Magazine

CEO CFO: Mr. Nelson, what is the overall idea behind VizMark, and what is your focus right now?

Mr. Nelson: VizMark is a women's health company focused on solving a long-standing problem in breast cancer care—what happens *after* biopsy. For decades, the industry has prioritized screening, but far less attention has been provided to long-term monitoring and surveillance once a marker is placed.

Millions of women live with these markers for life. VizMark was built to solve that problem by enabling clear, artifact-free, multi-modality visibility, supporting modern clinical guidelines, and making long-term monitoring safer and more reliable for the women who need it most.

CEO CFO: What have you developed and how does it work?

Mr. Nelson: We've developed a fundamentally new type of tumor biopsy marker. Unlike traditional metal clips, the VizMark marker is non-metallic and biocompatible, built from an implantable polymer capsule with a hermetically sealed imaging element that is clearly visible across all major imaging modalities, including mammography, ultrasound, CT, X-ray, and most importantly MRI. MRI is the most sensitive imaging tool available and is increasingly used for women with dense breast tissue or elevated cancer risk.

CEO CFO: What led you to the direction where you have the type of product that is different? When did you realize your concept was going to work?

Mr. Nelson: The technology behind VM1 was originally developed at the University of Minnesota by a group of radiologists who were trying to solve a specific and persistent problem in breast MRI imaging. Metal biopsy markers create what clinicians refer to as a "void" or blind spot on MRI scans, where image distortion or artifact can obscure tissue and make long-term monitoring more difficult.

It comes down to a fundamental reality in breast cancer care: women with dense breast tissue or elevated risk will almost certainly undergo MRI at some point during long-term surveillance. That was the problem we set out to solve eliminating the imaging blind spot created by traditional markers so physicians can clearly see the lesion, accurately identify the

marked location, and reliably return to that site over time to monitor for change. The marker was used in a clinical trial and that's when it became apparent that they design worked.

CEO CFO: What led you to try a different type of material?

Mr. Nelson: It all started with effects of breast radiographic markers on MRI and how to develop a marker that would produce no voids. The breakthrough came from an innovative design concept—a cap-and-vial structure, like a small, sealed container. That design made it possible to incorporate an imaging element that is highly visible on MRI while avoiding the interference caused by metal.

CEO CFO: Would you tell us about the recent 510(k) clearance?

Mr. Nelson: We received FDA 510(k) clearance in December, which marked a major step in moving the technology from development into full commercial use. The marker itself had previously been cleared, and this most recent clearance allowed us to commercialize it as a complete, off-the-shelf product.

That means the marker is now packaged in an applicator needle, fully sterilized, and ready for clinical use. This final step enables us to distribute the product in a standard commercial format, making it easier for physicians and breast centers to adopt it into routine practice.

"VizMark was built to solve what happens after biopsy—making long-term monitoring clearer, safer, and more reliable for the women who need it most." Kim Nelson

CEO CFO: Where are you and what are the steps you are taking in the commercialization process and what is the feeling from the medical community about what you have developed?

Mr. Nelson: Mr. Nelson: We are at an important inflection point as we move from regulatory clearance into commercialization. What we are seeing in the medical community is a broader shift in how post-biopsy care is viewed. Historically, biopsy markers were used primarily for short-term localization simply marking a spot. The VM1 marker enables a transition to long-term, progressive care.

Screening and surveillance guidelines have evolved, updated assessments now distinguish between average, intermediate, and high-risk patients, allowing clinicians to identify those who will undergo cross modality imaging as part of ongoing care. As a result, the role of MRI in breast cancer monitoring continues to expand, and the guidelines are changing to reflect that reality.

Another important development is the FDA-mandated breast density notification requirement. Women are now informed about their breast density as part of routine screening, which has increased awareness among both patients and physicians and is driving demand for supplemental imaging and improved long-term monitoring strategies.

At the same time, advances in imaging has ushered in what I refer to as the "millimeter era." Tumors are being detected earlier and at much smaller sizes than in the past. This means biopsy markers remain in the body for longer periods, reinforcing the need for markers that perform reliably over time. VM1 addresses that need by providing clear visibility across imaging modalities, including MRI, supporting accurate surveillance throughout a patient's care journey.

CEO CFO: One of the things I see on your site in the VM1 benefits is comfort. When it comes to comfort, how is it different from what has been used in the past?

Mr. Nelson: As care models evolve, women are becoming more informed and engaged in decisions about their long-term health. Many are increasingly uncomfortable with the idea of having a permanent metal implant in their bodies following a biopsy. Metal markers have been associated with concerns ranging from irritation and allergies to uncertainty about how they may affect future imaging over time. As awareness grows, many women are expressing a clear preference for non-metallic alternatives.

Comfort also matters to physicians, when given a choice, patients and clinicians alike tend to favor a solution that offers both physical comfort and imaging clarity.

CEO CFO: What do the next six months to a year look like for VizMark?

Mr. Nelson: The next six months to a year, we are starting our commercial roll-out of our product so that it is commercially available. Markers are available today and distributed through independent medical distribution companies that have years of experience doing this.

We will also continue to update our product for long-term, adding new marker variations. That is the near term six to twelve months.

CEO CFO: Do you anticipate funding, investments or partnerships as you roll out?

Mr. Nelson: Yes, we are actively exploring funding and strategic partnerships to support the next phase of growth. Additional capital will allow us to expand operations, accelerate commercialization, and broaden distribution as adoption increases.

CEO CFO: There are medical conditions that are more in favor with investors at different points in time.

Where does this VizMark fit in today?

Mr. Nelson: Healthcare has always been a core investment vertically, and within that, women's health receives strong attention. Breast cancer remains a focus because of its prevalence and the personal connection many people have to it; everyone knows someone who has been impacted by breast cancer.

CEO CFO: You personally have a proven track record of driving innovation. What have you learned over time and from past experience that is helpful for you with this particular VizMark?

Mr. Nelson: One of the most important lessons I've learned is that real innovation must reflect how healthcare is delivered and improved over time. MRI is the most powerful tool for breast cancer screening and post-biopsy monitoring, yet biopsy markers haven't evolved to match their capabilities.

VM1 was designed specifically for MRI, eliminating the artifacts associated with traditional metal markers. That clarity supports more accurate long-term monitoring and gives physicians and patients greater confidence throughout the care journey.

CEO CFO: Are you looking for other applications now?

Mr. Nelson: We are having conversations about potential additional applications, but our primary focus right now is establishing this new category in breast care and ensuring the technology is well understood and adopted within the medical community. Once that foundation is in place, we will look at additional iterations and applications of the marker.

CEO CFO: Why should investors as well as women and the medical community choose VizMark? Why is VM-1 so important?

Mr. Nelson: VM1 is important because it redefines the role of the biopsy marker in modern care. It was designed not as a replacement for existing markers, but as the foundation of a new category focused on long-term surveillance rather than short-term localization.

For women, VM1 provides greater confidence and comfort over years of follow-up. For physicians, it delivers reliable, artifact-free imaging that supports clearer decision-making over time. For investors, it represents platform technology aligned with long-term trends in imaging, personalized screening, and progressive care.

While our initial focus is breast cancer, the underlying design and performance of VM1 create opportunities for broader soft tissue applications in the future.