

From the Philadelphia Business Journal

[:http://www.bizjournals.com/philadelphia/print-edition/2015/09/04/delco-company-s-test-kit-targets-oral-cancer.html](http://www.bizjournals.com/philadelphia/print-edition/2015/09/04/delco-company-s-test-kit-targets-oral-cancer.html)

Healthy Idea

Delco company's test kit targets oral cancer

SUBSCRIBER CONTENT: Sep 4, 2015, 6:00am EDT



[John George](#)

Senior Reporter- Philadelphia Business Journal

[Email](#) | [Twitter](#) | [Google+](#)

A Delaware County personalized medicine company has launched its first product: a DNA test kit developed for the early detection of oral cancer.

PeriRx's SaliMark salivary test kits are now available from the online ordering systems of dental product distributors [Henry Schein Dental](#), Patterson Dental and Benco Dental.

The test is priced at \$160.

[Stephen M. Swanick](#), CEO and founder of PeriRx, believes the company's product for detecting oral squamous cell carcinoma has the potential to lower the mortality rate of what the National Institutes of Health says is the world's sixth-leading cause of cancer. About 43,000 people in the United States were diagnosed with oral cancer in 2014.

"We're very excited to bring this accurate, easy-to-use and non-invasive oral cancer screening tool to market," Swanick said.

The Salimark test is indicated for use on patients when a visual oral examination by a dentist or doctor — via the naked eye or a fluorescent device — detects a suspicious lesion or oral mucosal abnormality.

The test kit process involves a patient spitting into a tube and sealing the tube, which is then placed in a plastic pouch. The package is sent to PeriRx for analysis at its affiliated lab. The test is used to detect biomarkers — which are measurable indicators of the severity or presence of a disease — for oral cancer.

PeriRx of Broomall obtained its patented and patent-pending technologies from UCLA and RNAmetriX, the company founded by the technology's inventor, Dr. David Wong.

“Although biopsies are the gold standard for determining pathology, they are invasive procedures that come back negative 90 percent of the time,” Swanick said. He said SaliMark will “greatly improve the efficiency and accuracy of any oral cancer exam protocol.”

The company also has the worldwide rights to diagnostic tests, not yet approved, for detecting lung cancer and gastric cancer as well as diabetes type II and Sjögren’s Syndrome; an autoimmune disease. Those tests are in various clinical development stages.

PeriRx was founded in 2008.

The company’s management team also includes Dr. [Jack Martin](#), Dr. Neil G. Gottehrer and Christopher Asplen.

Martin is a cardiologist whose interest in oral health was heightened by the growing awareness of the connection between oral and systemic disease including cardiovascular disease. He serves as the PeriRx’s chief medical officer.

Gottehrer, a periodontist who has practiced in the Philadelphia suburbs for more than 30 years, is the company’s chief dental officer.

Asplen, the company’s general counsel, is the attorney in charge of the life sciences practices at Hill Wallack, a Princeton law firm.

John George covers health care, biotech/pharmaceuticals and sports business.