

Dignitana invited to address MedTech innovation on panel at SXSW® conference in Texas

Dignitana, global leader in scalp cooling, has been invited to join a select panel of European healthcare innovators at SXSW® (South by Southwest®), a large annual conference and festival in Austin, Texas. Dignitana is recognized for improving the quality of life by minimizing hair loss for patients undergoing chemotherapy.

The panel discussion, titled “[European Innovation in MedTech: Driving Change, Saving Lives](#)” will be presented on March 10. The presentation is hosted by the [European American Chamber of Commerce Texas](#) and will focus on groundbreaking European technologies revolutionizing healthcare, including Dignitana’s DigniCap Delta Scalp Cooling System.

“As we continue to expand our customer base, SXSW is an incredible opportunity to introduce a wide audience to DigniCap Delta Scalp Cooling, including healthcare leaders from around the globe. Many people still believe that hair loss is inevitable with chemotherapy, so we appreciate this invitation from the European American Chamber of Commerce Texas to increase awareness of this life-changing treatment and discuss the ongoing technological advancements we are making to ensure that DigniCap provides the best possible patient outcomes,” said Melissa Bourestom, Dignitana Chief Communications Officer, who will speak at the event.

Drawing over 300,000 people each spring, SXSW is an internationally recognized 9-day conference and festival featuring interactive sessions, showcases, screenings, exhibitions, and a variety of networking opportunities for industry leaders and creatives.

For More Information Contact

Melissa Bourestom, Chief Communications Officer, melissa.bourestom@dignitana.com +1 469-518-5031

About Dignitana

Dignitana AB is the world leader in clinically superior scalp cooling technology. The company produces The DigniCap® Scalp Cooling System, a patented medical cooling device that offers cancer patients the ability to minimize hair loss during chemotherapy. FDA cleared since 2015, DigniCap provides continuous cooling with high efficacy, safety and patient comfort. Hailed internationally as a life-changing medical advancement for cancer patients, The DigniCap Scalp Cooling System was invented in 1999 by a Swedish Oncology nurse and has been available in Europe since 2001. Dignitana AB is listed on Nasdaq First North Growth Market in Sweden with headquarters in Lund, Sweden and US operations based in Dallas, Texas in the United States. Company subsidiaries are Dignitana, Inc. in the United States and Dignitana S.r.l. in Italy. Certified Adviser is Redeye AB. Learn more at www.dignitana.com or www.dignicap.com.