

“*These new technologies not only enable us to improve the experience for our patients by providing them with a more comfortable mammogram they’ve been waiting for, but more importantly allow us to do so while maintaining clinical accuracy by providing our physicians with the industry’s fastest, highest resolution 3D™ images to accelerate screening and analysis. Being able to arm doctors with the advanced ability to identify subtle lesions and fine calcifications and help pinpoint cancers in early stages, while also keeping patients more comfortable than ever before, is priceless.*”

Danny Bartlett, PHS Director of Diagnostic Services

Our hospital is one of the first in Missouri to offer the SmartCurve breast stabilization system, which is clinically proven to deliver a more comfortable mammogram without compromising image quality, workflow or dose, and the new Clarity HD high-resolution 3D™ imaging technology, which provides radiologists with the highest resolution 3D™ images¹ to help identify cancers early. These innovations come as part of Pershing’s ongoing commitment to superior breast cancer detection and providing an improved mammogram experience for our patients. The technology increases diagnostic confidence with its exceptional images and has the potential to increase screening volume and compliance for the countless women who have reported avoiding regular mammograms due in large part to the fear of discomfort associated with breast compression.

The SmartCurve system and Clarity HD high-resolution 3D™ imaging technology are available exclusively with Hologic’s Genius™ 3D Mammography™ exam, which is currently in use by Pershing Memorial Hospital and detects more invasive cancers, reduces false positives, and is FDA approved as superior, compared to conventional 2D mammography for all women, including those with dense breasts.^{2,3,4}

The SmartCurve system features a proprietary curved surface that mirrors the shape of a woman’s breast to reduce pinching and allow better distribution of force over the entire breast. In a recent clinical study comparing the SmartCurve breast stabilization system to traditional flat paddle compression, the SmartCurve system improved comfort in 93 percent of women who reported moderate to severe discomfort with standard compression.

Reference resources listed on page 2 of this document.



“We’re excited to provide these breakthrough technologies for all of our patients and remain committed to offering the women of our community the most advanced breast care possible alongside an improved mammogram experience.”

Kimi Brooks,
PHS Mammography Technologist



The Genius™ 3D Mammography™ exam is only available on a Hologic® 3D Mammography™ system. The exam consists of a 2D and 3D™ image set, where the 2D image can be either an acquired 2D image or a 2D image generated from the 3D™ image set. There are more than 5,000 Hologic 3D Mammography™ systems in use in the U.S., so women have convenient access to the Genius exam. To learn more about the Genius™ exam, visit <http://www.Genius3DNearMe.com>



References

1. Data on file and from public sources, 2017
2. Results from Friedewald, SM, et al. "Breast cancer screening using tomosynthesis in combination with digital mammography." JAMA 311.24 (2014): 2499-2507; a multi-site (13), non-randomized, historical control study of 454,000 screening mammograms investigating the initial impact the introduction of the Hologic Selenia® Dimensions® on screening outcomes. Individual results may vary. The study found an average 41% (95% CI: 20-65%) increase and that 1.2 (95% CI:0.8-1.6) additional invasive breast cancers per 1000 screening exams were found in women receiving combined 2D FFDM and 3D™ mammograms acquired with the Hologic 3D Mammography™ system versus women receiving 2D FFDM mammograms only.
3. Bernardi D, Macaskill P, Pellegrini M, et. al. Breast cancer screening with tomosynthesis (3D mammography) with acquired or synthetic 2D mammography compared with 2D mammography alone (STORM-2): a population-based prospective study. Lancet Oncol. 2016 Aug;17(8):1105-13.
4. U.S. Food & Drug Administration Premarket Approval (PMA). FDA.gov <https://www.accessdata.fda.gov/scripts/cdrh/cfdocs/cfpma/pma.cfm?id=P080003> accessed June 5, 2017.
5. Smith, A. Improving Patient Comfort in Mammography. Hologic WP-00119 Rev 003 (2017).