

IMAGES FOR LIFE

The time is NOW

"3D is making a difference for patients. We're seeing masses that we could not see on a 2D exam. We're also seeing more patients because we have 3D technology. We couldn't be more thrilled."

Patricia Shapiro, M.D., SouthCoast Imaging

Hottest Clinical Procedure

Breast tomosynthesis chosen by AuntMinnie's expert panel as the hottest clinical procedure of the year for the fourth year in a row.

"Providers who are considering tomosynthesis would benefit by quickly jumping on the bandwagon."




*KLAS Breast Tomosynthesis 2013:
The Business Case*

Fall 2013
Volume 15

For references and answers to questions on tomosynthesis, please e-mail us at tomoinfo@hologic.com

HOLOGIC®



40%

more invasive
breast cancers
found over 2D*

Up to a 40%
reduction in
recall rates*

40%

The Power to Improve Lives.

The Selenia® Dimensions®
tomosynthesis system
is transforming breast
cancer screening.

Learn more at breasttomo.com

HOLOGIC®
Specializing in extraordinary

*Data on file with Hologic, Inc.

From the Editor

There comes a time in the evolution of a new medical technology when everything comes together to show the world the compelling evidence of its worth.

For 3D mammography, that time is now.

The clinical evidence is clear. In numerous large-scale studies, adding 3D mammography to screening exams has been shown to significantly reduce recalls, sparing millions of women around the world the anxiety and cost of being called back for unnecessary testing. The same studies show how 3D mammography significantly increases the detection of cancers, particularly invasive breast cancers, allowing life-saving treatment to begin earlier.

The medical industry recognizes the value of the technology. AuntMinnie named 3D mammography the Hottest Clinical Procedure of 2013, for an unprecedented fourth year in a row. And, in the 2013 KLAS® annual customer satisfaction survey of medical imaging products, the Hologic 3D mammography system received the highest rating out of all of the 140 imaging products evaluated, as well as being ranked first in the digital mammography category.

More and more women are becoming aware of the benefits of 3D mammography and are seeking out facilities that provide the technology. Referring physicians are increasingly ordering 3D mammograms for their patients, and sending them to sites that can provide what they believe will become the new standard of care in mammography.

Perhaps the most powerful evidence comes from the radiology community, where the adoption of 3D mammography has been overwhelmingly positive. This compilation of stories highlights a few of the breast imaging facilities that have seen the benefits of 3D mammography come to life in the form of improving patient care, drawing new patients to their practice and increasing the confidence of their radiologists.

inside

02

Kingman Regional Medical
Center

Kingman, Arizona

04

Fairfax Radiological Consultants

Fairfax, Virginia

05

Methodist Hospitals Hospital

Merrillville, Indiana

06

St. Peter's Breast Center

Albany, New York

08

Stamford Hospital

Stamford, Connecticut

09

Margaret W. Neidland Breast
Center at Jupiter Medical Center

Jupiter, Florida

10

ONsite Mammography

Westfield, Massachusetts

12

SouthCoast Imaging

Savannah, Georgia

The views and opinions expressed in the stories in this publication are those of the contributing sites and do not necessarily reflect those of Hologic.

Small Community Hospital in Arizona Distinguishes Itself with Addition of 3D Mammography

In the small rural town of Kingman, AZ – approximately 90 minutes southeast of Las Vegas and a little over three hours north of Phoenix – most of its 28,000-plus population are economically disadvantaged and some still work in local gold and silver mines.

So for women in the area, getting a mammogram every year isn't a priority; in fact, notes Dr. Christopher Johansen, Kingman Regional Medical Center (KMRC) Radiologist and Director of its Breast Imaging Program, "Many of our residents don't have health insurance. And many aren't even aware of the importance of getting annual mammograms."

That's why Teri Williams, Communications Director at KRMC, made it her mission to build a breast health practice for the Center. She set up Well Women Health Check, a federally funded program to provide clinical breast exams, Pap tests and mammograms for under-insured and uninsured women throughout the region. She wrote and received grants from the Susan G. Komen® Foundation to help fund a program called *Catch It Early*. She also helped hire a nurse navigator to guide patients through the healthcare process.

Then in September 2011, something happened that would change Teri's life, along with the lives of hundreds of women in the area. KMRC purchased a Hologic Selenia® Dimensions® breast tomosynthesis system, making them just the second hospital in Arizona – and among only a handful in the country – to make the technology available to its patients.

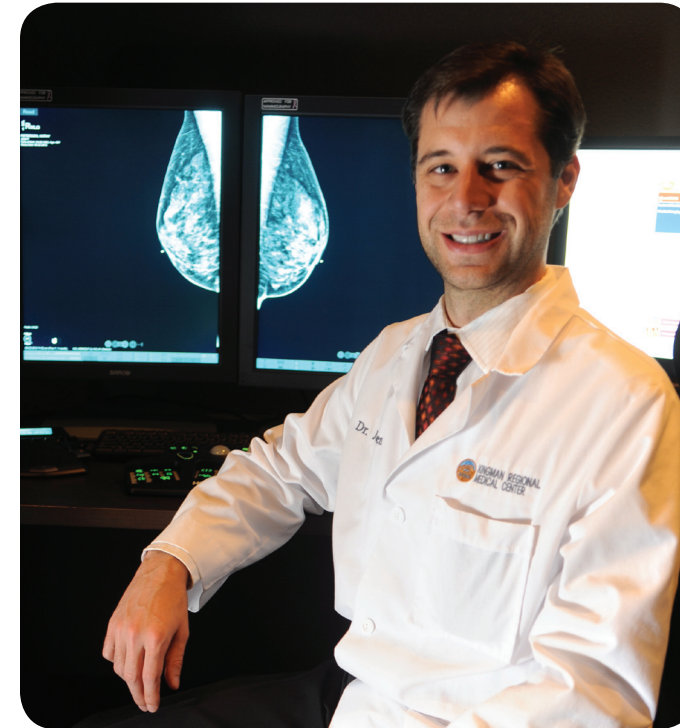
Teri Williams and Dr. Christopher Johansen at KMRC's Selenia® Dimensions® 3D mammography system.



Despite the size of Kingman, it's not surprising that 3D mammography made its way to the rural Northwest corner of the state. In addition to his extensive training in radiology at Mayo Clinic in Rochester, Minnesota, Dr. Johansen completed a one-year fellowship in breast imaging at Massachusetts General Hospital, where breast tomosynthesis was first pioneered.

Dr. Johansen explains the reason he pushed KRMC to purchase the technology: "The medical center is a non-profit community hospital; our first priority is to provide for the health of our town and county. In our community, we're seeing a one percent breast cancer rate, which is much higher than the national average. So we felt that tomosynthesis would have the greatest impact on our community's health."

When asked how a rural medical center such as KRMC could afford tomosynthesis, Dr. Johansen says, "First of all, we recognize that it's the best standard of care for mammography – and that it will be the standard of care for many years to come, so we don't need to worry about the equipment becoming quickly obsolete. Secondly, the system is not expensive. Centers can even start with a 2D Selenia Dimensions unit, then easily upgrade to 3D with no disruption to their practices. Even as a small community hospital, the Selenia Dimensions system was not a big investment for us – and when you consider the benefits, it has become invaluable."



Dr. Johansen believes radiologists can be more confident when reading 3D exams.

"We basically went from a population of unscreened women to a population now being screened with the most advanced mammography technology available."

*Dr. Christopher Johansen,
Radiologist and Director
of Breast Imaging Program*

Just ask Teri. Her mom is a breast cancer survivor, so Teri knows how important screening exams are and she always had her annual mammogram. And, her mammograms were always read as normal – until her tomosynthesis exam. Says Teri, "I have dense breast tissue, so there was no way 2D mammography could have found my cancer; it was tiny and hidden in layers of tissue."

Fortunately for Teri, the tumor was still small and had not spread, so her treatment consisted of a lumpectomy. Says Teri, "Thanks to early detection with tomosynthesis, we caught the cancer before it spread anywhere else! It's crazy; I live and breathe tomosynthesis for everyone else, and then it saved my life."

Teri is just one of many patients who are grateful to have tomosynthesis available in the community. As Dr. Johansen notes, "We have had other cases with very vague findings on the patient's 2D mammogram. In the past, we've relied on more expensive technologies like MRI to get definitive information. But now, we can use tomosynthesis for diagnostic screenings. We have actually found more cancers – tumors that would have been difficult or impossible to

see with 2D mammography." And as Schon Hager, KRMC Imaging Center Supervisor, points out: "With 2D digital technology, we sometimes had to take an educated guess; whereas with tomosynthesis, you can review the mammogram and say, 'Yes, we definitely need to look further.' After all, who wants to guess when it comes to breast cancer?"

Dr. Johansen also notes that KRMC's radiologists have seen fewer callbacks since implementing 3D mammography. As he explains, tomosynthesis produces exceptionally clear 3-dimensional images of the breast, helping the radiologists "see through" overlapping tissues that might otherwise have obscured breast cancer. It can also help them rule out abnormalities that may have looked suspicious in a 2D mammogram – reducing the need to call women back for additional imaging or biopsies.

"This is especially important at KRMC because a large percentage of women in the area have never had a mammogram. And many of our residents live here during the winter months only," notes Dr. Johansen. "Even if they had a mammogram in the past, often their images aren't available for comparison. Because of the lack of comparison studies, the call-back rate could be extremely high – without tomosynthesis."

Thanks to the continued efforts of Teri, High Desert Radiology and the entire Imaging Center staff at KRMC, word is out that Kingman offers tomosynthesis. "We're getting a lot of folks coming from other communities," says Teri, who adds, "When women hear the 'C' word, they naturally feel anxious. But once they get through it – like I have – they understand how curable breast cancer is when it's found early. That's the real value of tomosynthesis. It truly is a lifesaver; it saved my own."

In conclusion, Dr. Johansen says, "We basically went from a population of unscreened women to a population now being screened by the most advanced mammography technology available." ■

Tomosynthesis Tackles the Challenge of Dense Breasts, Brings Better Peace of Mind to Patients and Radiologists

If you ask the breast imagers at Fairfax Radiological Consultants (FRC) what keeps them awake at night, most will admit to losing sleep after reading a particularly challenging mammogram for a woman with dense breasts. “Those cases”, says Dr. Lily Chu Sicard, one of FRC’s dedicated breast radiologists, “where you look at images that are just white and you know anything could be hiding in there.”

In March 2012, FRC took a major step forward in overcoming some of the detection challenges in breast imaging by installing a Hologic Selenia® Dimensions® 3D mammography (breast tomosynthesis) system in its Breast Diagnostic Center in Fairfax, VA. They have since installed Hologic’s tomosynthesis systems in three of their other locations in the metropolitan Washington D.C. – northern Virginia area and plan to make the technology available in additional breast imaging centers.

Meeting a Clinical Need and Supporting a Mandate

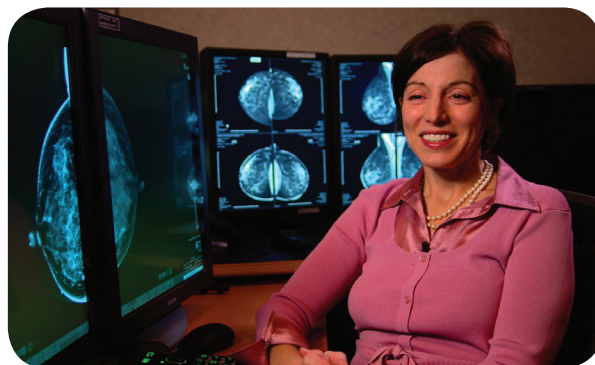
Although the breast imagers at FRC find 3D mammography beneficial for all patients, the biggest impact they have seen is in women with heterogeneously dense or very dense breasts. “With tomosynthesis,” says Dr. Victoria Davis, a breast imaging specialist with FRC, “we’re able to view the breast in thin slices, distinguishing between what is simply innocent, overlapping structures and what is a true mass or an architectural distortion. Even in some women with scattered fibroglandular densities, we’ve seen spiculations show up on the 3D images that we didn’t see on the traditional 2D images.”

The decision to transition to 3D mammography came at a good time for FRC. In July 2012, the state of Virginia enacted a law mandating the inclusion of breast density information in the letter sent to women after their mammogram, with the

warning that dense tissue “can hide cancer or other abnormalities.” “Now,” says Dr. Sicard, “when women who get these letters ask us what else they can do to improve their breast cancer screening, we have something effective to offer them - 3D mammography. This exam is a natural extension of their annual mammogram, so it is an easy way to provide an extra level of vigilance.”

A New Level of Confidence to Reduce Recalls

Dr. Elise Berman, Medical Director of the Breast Imaging Section for FRC, fully appreciates the benefit 3D mammography brings in finding small cancers not seen on 2D images, but she is equally excited about the confidence it gives readers to reduce unnecessary recalls. Dr. Berman says, “Getting that phone call telling you that you need to come back for additional evaluations is very anxiety-provoking. If we can decrease the number of women who have to come back, as we have done with 3D mammography, then we’ve provided a wonderful service for our patients.”



“A major advantage of 3D mammography is the confidence it gives radiologists to reduce anxiety-provoking recalls”

Dr. Elise Berman

Spreading the Word about 3D Mammography

Fairfax Radiology Consultants offers the option of 3D mammography to all patients and charges a small additional fee to cover the 3D portion of the exam. Although FRC did some early advertising and actively promotes 3D mammography to referring physicians and patients, word of mouth has proven to be their most effective marketing tool. According to Dr. Sicard, “Being in the metropolitan D.C. area, our patient population is very savvy and stays current on new technologies. If we don’t offer the latest technologies, patients will find a practice that does.”

The staff members at FRC advise their family and friends to have a 3D mammogram and, when it comes time for their own mammograms, the radiologists and technologists all ask for 3D. “When you have people, especially technologists, who work with something every day, and they all want it for themselves, that’s really a testimony to the strength of the technology,” concludes Dr. Sicard. ■

3D Mammography Provides Earlier Detection, Draws New Patients to Breast Care Center

By all measures the Northwest Indiana Breast Care Center at Methodist Hospitals is a success. Opened in 2012, the Breast Care Center embodies Methodist Hospitals’ commitment to provide the most advanced technologies available for the early detection and treatment of breast cancer. Methodist Hospitals is a not-for-profit, community-based healthcare system with two full-service campuses located 14 miles apart in Gary and Merrillville, Indiana.

The Breast Care Center, on the Merrillville campus, was specially designed to deliver high-quality, personalized care in a relaxed, comfortable setting easily accessible to women in the community. Word of the new facility and its reputation for excellence spread quickly and just a short time after opening, the Center was attracting women from throughout northwest Indiana and seeing as many as six new patients daily.

Setting New Standards of Care

The cornerstone of the breast center’s imaging services is 3D mammography (breast tomosynthesis), which sets the benchmark for care in the region, and ensures the breast center will remain at the forefront of breast healthcare for many years to come. The hospital has three Hologic Selenia® Dimensions® 3D mammography systems and provides the technology at both campuses to ensure all patients receive 3D screening mammograms.

“We built our entire breast imaging concept around 3D imaging because we knew it was a landmark opportunity,” states Ian McFadden, President and CEO. “3D is one of the most innovative technologies we’ve seen in a long time and we were the first facility in Indiana, and one of the first fifty facilities in the country, to utilize this advanced breast imaging modality.”

Finding Smaller Cancers Earlier

Using 3D technology, the staff already is seeing an increase in the early detection of smaller cancers and a reduction in recalls for additional views. “We added 3D imaging because it improves patient care,” adds Dr. B.H. Barai, Medical Director of Methodist Hospitals’ Oncology Institute. “With 3D we can detect cancer earlier, which translates into a higher probability of cure.”

The benefits of better detection are seen throughout the breast care center, reports Dr. Barai. At the hospital’s monthly breast cancer conferences, radiologists are presenting cases of tumors that are 3 and 4 millimeters in size. “They are more confident when they present a case with a suspicious lesion, which needs to be biopsied, and they are reporting fewer patients require additional images and follow-up.”

Breast radiologist Dr. Kenneth Segel is a strong believer in the 3D mammography technology. “We can see breast tissue a layer at a time, which allows us to sort between things that are real and things that might look suspicious on a 2D image, but are actually just normal, overlapping structures. 3D also improves the sensitivity, enabling us to detect a higher proportion of things that are real. I feel very fortunate to be working at a place where I have this technology. It’s just that good,” explains Segel.

Superior Patient Care Is Good Business

The message of earlier detection is making a difference for women in the region. The hospital’s marketing campaign educating women on the value of 3D mammography is bringing many women to the breast center who previously had mammograms elsewhere. “3D has been phenomenal for us,” states Mammography Manager Jennifer Sanders. “In the short time since we acquired 3D mammography, we have seen almost 350 new patients walk through our doors and we anticipate even more this year.”

“3D imaging is about better patient care,” concludes McFadden. “It’s our commitment to change the way healthcare is delivered in northwest Indiana.” ■

Breast Program Physician Leadership Team, left to right:

Dennis Streeter, D.O., Surgeon; Geeta Kura, M.D., Medical Oncologist; Anastasia Siatras, D.O., Radiologist; Marion Trybula, M.D., Medical Oncologist; Juan Limjoko, M.D., Pathologist; Kenneth Segel, M.D., Radiologist; Susan Schneider, M.D., Plastic and Reconstructive Surgeon; and B.H. Barai, M.D., Medical Oncologist and Medical Director of Oncology Institute at Methodist Hospitals



3D Mammography Exceeds Expectations, Improves Patient Outcomes

St. Peter's Breast Center, located in Albany, New York, added 3D mammography (breast tomosynthesis) in 2011 because the staff knew it would improve diagnostic accuracy; even so, the technology has exceeded all expectations. In 2012 more than 22,000 mammograms were performed at the Breast Center. Two-thirds of those studies, more than 14,000, were 3D exams.

"Since implementing this technology, 3D has helped us identify at least five malignancies which were not visible on the 2D images because they were very small and obscured by dense breast tissue. We caught these lesions well ahead of when they otherwise would have been identified, which changed the outcomes for the patients," states Andrew Warheit, MD, Medical Director of the Breast Center and attending radiologist at St. Peter's Hospital.

Initially, St. Peter's replaced one of its 2D units with a Hologic Selenia® Dimensions® 3D mammography system. Within a few months, they added a second unit to keep up with demand, and plan on transitioning their two additional systems to 3D in the near future.

"We have a solid base of patients who benefit from the improved diagnostic capabilities of 3D mammography," explains Dr. Warheit.

Since opening its doors a decade ago, St. Peter's Breast Center has become the most preferred facility in the Capital Region for dealing with complex cases. The center has been named a Breast Imaging Center of Excellence by the American College of Radiology, and was the first center in the Capital Region to receive the national designation.

With a team dedicated to delivering the most advanced care, implementing the 3D technology went smoothly. "Our skilled staff in the mammography department caught on to the new technology very quickly: we were up and running within days," states Elizabeth Malloy, Breast Center Supervisor.

Improved Workflow, Better Diagnostics

St. Peter's Breast Center has six dedicated breast imagers and offers a comprehensive suite of breast health services including mammography, ultrasound, breast MRI, and breast biopsies. The essence of the Breast Center is its combination of prompt care, expertise and the most modern, specialized breast-imaging technology.

"Our focus is to offer women a single location for all breast health services," explains Malloy. "When a patient comes in for a diagnostic mammogram, we can perform an ultrasound and biopsy on the same day so they don't have to keep coming back for additional testing. We can do this partly because 3D mammography is decreasing the number of callbacks and improving the efficiency of our workflow."

The technology is making a significant improvement in the breast center's diagnostic capabilities. This is particularly true for women with dense breast tissue although Dr. Warheit notes all patients can benefit from a 3D exam. "For a fatty breast, 3D can rule out abnormalities. If you find little nodules or little round densities, you can look through the slices on the 3D images and see clearly the fatty hilum and you know it's a lymph node right off the bat. In a dense breast, the underlying dense tissue melts away on a 3D image."

Adds Malloy, "With 3D technology, radiologists can scroll through the layers of breast tissue; it rules things out as well as lets you find cancers earlier. It's an amazing technology that is critical in diagnosing cancers at the very earliest stage."

Fewer Callbacks Frees-up Resources for Diagnostic Exams

At first, the Breast Center predominately used 3D for diagnostic mammograms, only performing screening mammograms if the system had an open slot. But over time, more physicians and patients began requesting 3D.

Additionally, 3D created new efficiencies at the Breast Center, including fewer callbacks and more time for diagnostic exams. Dr. Warheit reports 3D mammography has cut the Breast Center's callback rate by 50 percent. "With 2D, many patients were being called back to evaluate asymmetries. We're finding 99 percent of these asymmetries are easily clarified on the 3D images, identifying them as superimposed tissue or overlying densities rather than anything real."

Fewer callbacks mean more scheduling slots for women who need diagnostic studies. "We try to get women back as quickly as possible after we read their screening exams," states Malloy. "3D is enabling us to accelerate those women into a 24- to 48-hour time period, so we've cut out some of the waiting period for people that need real diagnostic evaluations."

Preventing Unnecessary Biopsies

"I think the real benefit is not getting all the way to biopsy for something that turns out to be benign," adds technologist Darlene Pesnel. "Most biopsies do turn out to be benign; but, in the past, many patients had to get to tissue sampling for a definitive answer. With 2D, you would see little things that were vague, just innocent asymmetries, but no matter how you positioned, no matter what you did, you couldn't make them go away. Now, 3D answers those questions right out of the gate. Plus, when we do find something that's real and hidden in tissue we know exactly where it is, what depth it's at, and what quadrant it's in. You know exactly how to look for it with ultrasound or with MRI. So, we get the very best tissue sampling of the proper area and a fast diagnosis."

"I like what I do, which is taking care of patients. So anything that's going to benefit patients excites me," adds technologist Sarah Mesmer. "We're thrilled to be able to offer this leading-edge technology to our patients. That's really satisfying."

More Physicians Are Specifying 3D Mammograms

The Breast Center sent a letter to all area physicians informing them of the availability of 3D and the benefits it offers patients. As a result, they began seeing referring physicians request 3D. "We are seeing providers write '3D Mammo' on the script," states Malloy. "That's brand new. Now physicians understand what 3D can do for their patients; and, if they know someone has had a lot of difficulty, or is at high risk for breast cancer, or has been called back year after year, then 3D is the right technology."

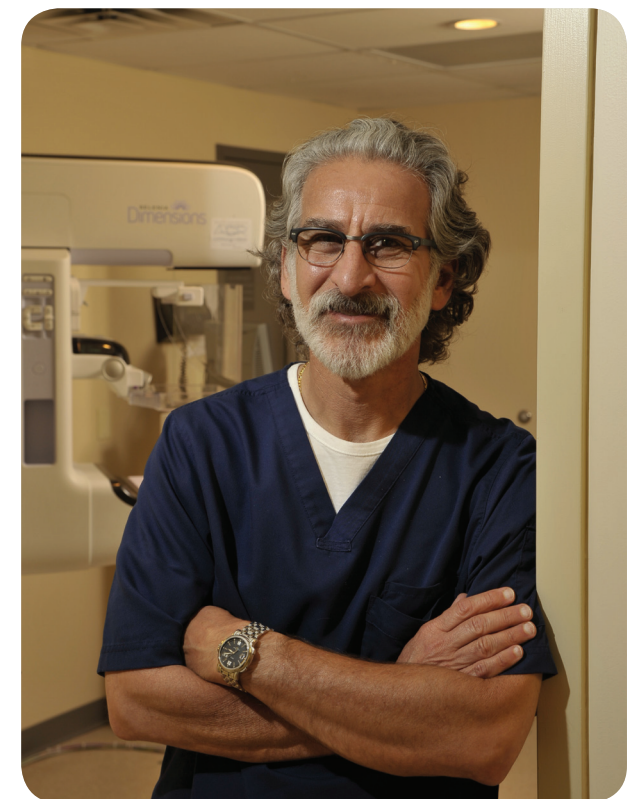
"We don't charge for the 3D exam or bill for anything additional on top of a routine screening or diagnostic mammogram," concludes Dr. Warheit. "Early detection is our mantra, and the improvement in diagnostics is well worth the time. 3D gets better outcomes and it saves lives." ■

Staff of St. Peter's Breast Center:
Left to right, front row:
Jennifer Giglio, Barbara Thomas,
Tina Raville, Jessica Walker,
Elizabeth Guzman, Nancy Howson

Back row: Jennifer Giglio,
Dr. Warheit, Elizabeth Malloy,
Sarah Mesmer, Karen Bobo,
Barbara Kipniss, Jana Bennison



Dr. Warheit credits
3D mammography with
creating new efficiencies at
the Breast Center, including
fewer callbacks and more
time for diagnostic exams.



3D Mammography Technology Brings Patients to the Breast Center and to the Hospital as a Whole

The Women's Breast Center at Stamford Hospital offers comprehensive breast care services to women of all ages, using high technology, a multidisciplinary and patient-centered approach to care, and community education and screening.

The facility has been recognized by the American College of Radiology and the American College of Surgeons. The Women's Breast Center is one of two locations for the Hospital's mammography services, the other being the Darien Imaging Center.

"We consider our investment in technology, an investment in the health of the women we serve," states David Sack, Director of Radiology at Stamford Hospital. "When I saw 3D mammography technology, I knew it made sense for our patients."

The Challenge of Bringing on a New Technology

When the first 3D mammography system was installed, the hospital found itself in a unique situation. The technology was only available at one of the hospital's two imaging locations, but patients wanted the convenience at both. It quickly became clear women preferred the 3D mammogram; and, more women were coming and asking for it, which created scheduling issues. Sack continued, "All of a sudden there were fewer exams scheduled on the 2D units and we had an overload on the 3D unit. We quickly realized we had to make 3D mammography available at both centers."

So, in 2012, Stamford Hospital added two additional Hologic 3D mammography systems, and began offering the new technology to all screening patients. "The systems weren't budgeted, but it was the right thing to do," explains Sack. "Our administration was convinced we were on the right path. They're very supportive of the Women's Breast Center."

Reduced Recalls and Increased Patient Volume

Since adding 3D mammography, the hospital has seen a 50 percent reduction in screening recalls and patient breast cancer screening volume has increased dramatically. The first year 3D mammography was available the hospital saw a 10 percent increase in patients – with just one unit. In the first two months of 2013, it has seen an increase of approximately 25 percent.

"There's no question our patient volume has increased substantially by adding the 3D system," says Sack. "Women hear about 3D mammography and they want it, they want to get the right answer and they don't want to wait. It's not hard to sell by any means."

Stamford Hospital doesn't charge an extra fee for the 3D exam because the hospital considers it to be the basic standard of care. "We don't want women to have to choose between paying extra or not having

the best exam. Our business model offsets any additional costs through an increase in patient volume. Instead of charging more we just get more patients and make up the difference that way," states Sack.

Sack notes the increased revenue from 3D imaging impacts more than just the Women's Breast Center. "The immeasurable impact of more women coming to the Breast Center is the downstream revenue. There are more people in the system. Plus, women make the healthcare decisions in the family. If they're coming to Stamford Hospital because we have leading-edge technology, they're probably going to want to bring the rest of their family here for other medical care as well."

Concludes Sack, "3D mammography is just the right thing to do. My administration supports this view. If we are committed to being the best breast center then we need the latest and greatest technology." ■



Katherine Hollister, Stamford's Lead Mammography Technologist explains 3D mammography to a patient

3D Mammography Takes Breast Care to New Levels of Excellence

Jupiter Medical Center has earned a reputation in South Florida as a world-class medical center offering the most advanced diagnostic imaging technologies.

Last year, the Margaret W. Niedland Breast Center at Jupiter Medical Center became the first facility in the region to offer 3D mammography, which quickly became a key differentiator for the breast center. "We're seeing women come to our facility from two and three counties away because we have 3D mammography," states John D. Couris, President/CEO of Jupiter Medical Center.

A year ago, when the medical center received a donation to take the Breast Center to a new level, they added the Hologic Selenia® Dimensions® breast tomosynthesis system. "3D imaging represents the most advanced screening and diagnostic technology available for breast cancer detection," states Couris. "We're not talking about doing the same thing better. We're talking about going from great to world-class. Tomosynthesis represents world-class care for our breast patients."

Changing the Way We Deliver Breast Care

To ensure a successful implementation of the new imaging technology, the Niedland Breast Center introduced 3D imaging in stages. Firmly believing any innovation affects the entire organization, not just the staff directly involved with imaging, the Niedland Breast Center began by educating its entire team about the new modality. They trained the staff on which patients are candidates for the 3D exam, how to explain the procedure to patients, and what to expect from the images. "Everything about the technology is new to our breast center," explains Couris.

The Niedland Breast Center next reached out to referring physicians, presenting case studies during medical and oncology rounds. "When physicians saw the results of 3D imaging, the conversation started to

change," explains Couris. "We are finding cancers earlier and finding cancers we would have missed with conventional digital technology. As a result, we're starting to see referring physicians embrace 3D mammography."

3D imaging also is helping the Niedland Breast Center reduce false positives and eliminate unnecessary biopsies. "3D technology enables us to be a great deal more accurate diagnostically, which eliminates the need for many biopsy procedures," says Couris. "That changes the way we deliver care to a breast patient. We're moving from a world where more is better, to a world that's predicated on quality, on clinical outcomes, and on patient safety. That's significant."

Reimbursement Isn't an Obstacle

Jupiter Medical Center does not charge patients an additional amount for the exam, even though the hospital currently is not receiving insurance reimbursement for the 3D portion of the procedure. "We chose not to charge our patients in large part because 3D is simply the right thing to do," states Couris. "If we want to be the best in the region when it comes to breast care – and we are the best – then we need to provide the best technology."

The medical center does assign a generic CPT code to the procedure so they can track the volume. But, they do not bill the patient or insurance companies at this time. Couris is confident 3D mammography will be reimbursed eventually. "In our industry, reimbursement always lags behind the introduction of cutting-edge technology. We are confident reimbursement will come."

A Long-Term Commitment

Jupiter Medical Center has made a long-term commitment to 3D mammography. "It takes times to implement, but we're seeing the clinical and business benefits of having the most advanced diagnostic imaging technology," states Couris. "We're seeing positive changes in how we handle and deliver care to breast patients."

"We're fortunate to have leaders that understand if we are going to be world-class, if we are going to be innovative, we have to take the lead with new technologies. And, in the case of 3D mammography, that decision is paying off not just for Jupiter Medical Center, but for the community we serve," concludes Couris. ■



"3D imaging represents the most advanced screening and diagnostic technology available. We're not talking about doing the same thing better. We're talking about going from great to world-class. Tomosynthesis represents world-class care for our breast patients."

John D. Couris, President and CEO

In-House Mammography Improves Patient Care and Compliance

Even with the best intentions, many women put off their annual mammogram. It's one more appointment to schedule, one more trip to the imaging center or hospital; and, with so many demands on their time, many women don't make the time.

One company is working to increase compliance by helping physician practices provide their patients with in-office mammograms.

Since the late 1980's, ONSite Mammography has been working to improve the early detection of breast cancer by making it easier for women to get annual mammograms. The company partners with OB/GYN and primary care practices to provide mammograms in the office as part of patients' annual well visit exams. ONSite is currently working with physician practices in 25 locations throughout Florida, Georgia, North Carolina, Pennsylvania, Tennessee, and Virginia. Last year alone, ONSite performed over 150,000 mammograms for its physician partners. In 2013 ONSite began making the transition to 3D mammography (breast tomosynthesis) as their standard technology for annual breast cancer screening.

Seamless For Physicians, Convenient for Patients

"We know early detection through annual mammograms is the key to changing the outcomes of breast cancer," states Karl Schmidt, President and CEO of ONSite Mammography. "So, we make it as easy as possible for women to have a screening mammogram by making it part of the in-office healthcare services physicians offer their patients."

ONSite provides a complete turnkey solution, including state-of-the-art mammography / tomosynthesis technology, experienced technologists and radiologists, as well as marketing and scheduling support. "We manage the entire mammography process, enabling our physician-partners to provide the best healthcare service without making a major investment in equipment and staff. Our goal is to add value for the

patients and physicians," states Schmidt. ONSite completely customizes its services to integrate seamlessly into each practice. "We standardize on equipment, servers, and various protocols; but, because essentially each practice is different, we evaluate individual workflows and adapt our services to maximize the benefits to the practice and its patients."

A Comprehensive Well Women Visit

ONSite recently partnered with the Women's Health Care Group of PA (WHCGPA), a practice with 95 OB/GYN physician members in Western Philadelphia, to create a Center for Breast Health in Paoli, PA. WHCGPA is dedicated to providing women with access to comprehensive, state-of-the-art and affordable health care. "We wanted to make the annual mammogram a more positive experience for patients," explains

Dr. Stephen Krell, President and Founder of WHCGPA. "Collectively, the physicians in our group order over 100,000 mammograms a year, so we were exploring a way to offer mammography in our facilities. Screening mammograms are critical for detecting breast cancer at the earliest possible stage; and, we wanted to make it an easier, more convenient and less stressful annual exam for our patients. I really like ONSite Mammography's model and their experience in providing in-office mammography services."

Mary Reuther, a Certified Mammographer with ONSite Mammography, manages the Center for Breast Health providing services for six of the Women's Health Care Group practices. They perform as many as 40 mammograms a day. "We are an extension of the practice," explains Reuther. "We have the patient's history, and their prior records, so she is integrated into the mammography service right in the practice. Physicians know when they send patients to the Center they will receive the best service. We bring convenience, comfort, confidentiality, and consistency to practices and patients." Patients at the Center for Breast Health receive their results within an hour of completing the exam. A nurse practitioner is on staff to meet with each patient to teach thorough self-breast exams. The Center also has the capability to screen for high-risk patients who are potential candidates for genetic testing for breast cancer. "We work very closely with our partner physicians; and, they feel very comfortable calling us whenever they have a question," adds Reuther.

3D Technology Changes the Mammography Experience

The Center for Breast Health is the first ONSite Mammography site to offer 3D mammography, utilizing the Hologic Selenia® Dimensions® breast tomosynthesis system. "Our radiologists are seeing things on 3D they cannot see on the 2D images in the same examination, so we are finding things

"Our mission is to detect breast cancer earlier and save lives by providing high-quality, patient-centric mammography services."

Karl Schmidt, President and CEO of ONSite Mammography

earlier and smaller on 3D than we can on 2D," states Schmidt. "We are in the process of transitioning three of our existing twenty-eight 2D systems to 3D; and, going forward, we will implement 3D mammography at all new breast imaging sites." ONSite has fellowship-trained breast imagers reading all images. "This is all we do. We use the best radiologists in the country," states Schmidt. "Our radiologists have extensive experience and exacting standards."

Dr. Michael Spencer, President of Total Radiology Solutions (TRS), reads over 20,000 mammograms a year for ONSite locations, including the 3D mammograms for the Center for Breast Health in Paoli. "We love the 3D images," states Dr. Spencer. "We're finding

the call back rate is going down. Just this morning, we had a patient who would have been called back based on the 2D images, but on the 3D images, we could see clearly it was just superimposed tissue."

"Our mission is to detect breast cancer earlier and save lives by providing high-quality, patient-centric mammography services," concludes Schmidt. "We are finding cancers in patients in their late 40s or early 50s who hadn't had a mammogram in years because it wasn't convenient. Just the number of patients getting annual mammograms now, because their physician offers it in the office, is rewarding." ■



ONSite Mammography staff at the Center for Breast Health, left to right: Mary Reuther, Ginny Agovino, Natasha Khadar, Elaine Cybulski.



The Center for Breast Health is the first ONSite Mammography site to offer 3D mammography, utilizing the Hologic Selenia® Dimensions® breast tomosynthesis system.

Imaging Center Provides Uninsured Women Access to 3D Mammography

Share Life...In 3D

Screening mammography is the key to reducing mortality from breast cancer, but women without insurance or the ability to pay do not have easy access to the life-saving exam. That's something SouthCoast Imaging is working to change.

The private imaging practice has been donating 2D mammograms to uninsured women in its community for years, and recently introduced an innovative fundraising program to make 3D mammograms available to more women. SouthCoast donates one 3D mammogram to a woman without healthcare for every ten screening 3D mammograms they perform.

"Women without insurance do not have access to mammography unless we help," explains Patricia Shapiro, MD diagnostic radiologist and Director of Imaging. "Screening is critical to improving detection and outcomes, and we're making sure all women have access. This is hugely important."

SouthCoast has two imaging facilities in Savannah, Georgia and recently opened a facility in Hilton Head, South Carolina. The multi-modality imaging centers offer a comprehensive range of services including mammography, ultrasound, MRI, CT scan, bone density testing, fluoroscopy, image-guided pain management injection and nuclear medicine. It was one of the first imaging centers in Georgia to offer 3D mammography. "We understand the importance of an accurate diagnosis," states Shapiro. "Our centers offer board certified physicians, skilled technologists, and state-of-the-art technology."

The staff performs more than 12,000 mammograms annually and has been providing 3D mammograms since August 2012. They have three Hologic Selenia® Dimensions® breast tomosynthesis systems and plan to add a fourth system in 2014.

"With the 'Share Life..In 3D' campaign, women can take care of themselves and at the same time pay it forward to help other women. We couldn't be more thrilled."

Patricia Shapiro, M.D., Director of Imaging

Saving Lives by Reaching Out to the Uninsured

SouthCoast Imaging began donating imaging services to people in the community without access to healthcare in 2000. "Over the past 13 years, the number of uninsured people needing help has grown exponentially," states Shapiro. Last year, SouthCoast donated over 500 3D mammograms. In order to raise funds to pay for the increasing volume of free mammograms, the practice, in partnership with the Community Health Mission in Savannah and Volunteers in Medicine in Hilton Head, began a campaign called 'Share Life ... In 3D'. The campaign raises awareness of the importance of screening mammograms and brings the community together to help all women gain access.

Miriam Rittmeyer, M.P.H., Ph.D. is Executive Director of the Community Health Mission (CHM), which provides free primary healthcare and preventive health services to adults without health insurance. CHM serves approximately 1,000 patients between

the ages of 18 and 64 in Savannah and surrounding areas. "Almost 75 percent of our patient population is women," explains Rittmeyer. "Some work part-time and some have two jobs. Some are single, and some are married. None of them can afford or are eligible for insurance, not Medicaid, Medicare, or private insurance."

"SouthCoast is the only facility in Savannah currently offering 3D. Our patients are getting top-of-the line technology not available anywhere else," continues Rittmeyer. "It is about saving lives, and providing the same quality of care regardless of who can pay and who cannot."

Physicians and Patients See the Benefits of 3D

Currently, SouthCoast is the only imaging facility in the Savannah area with 3D technology, and this is bringing more women to the facility. "We have definitely picked up new referring sources, and new patients as a result of 3D," explains Shapiro. "We have women travel an hour and a half just to have a 3D exam."

"3D lowers the callback rate and enables us to identify lesions, which we flat out cannot see on the 2D exam," explains Shapiro. "In fact, at a meeting of the tumor board, one of the breast surgeons in our community presented cases of breast cancer so small the lesions couldn't be seen on the 2D system. He was quite pleased he was able to do that for his patients."

Shapiro, who is also a board member of SouthCoast Medical and Chair of the Finance Committee, explains SouthCoast Imaging was interested in 3D long before commercial systems were available. "We added 3D because the concept made eminent sense. It is what we do on CT scans and MRIs. It was logical that it should be a better way to analyze breast tissue."

When SouthCoast needed to replace an older mammography unit a few years ago, it purchased the Hologic Selenia Dimensions 2D system. "We couldn't perform 3D exams at that point because Hologic did not have FDA approval." Once Hologic received FDA approval, SouthCoast waited another

year before implementing the system's 3D capabilities. "We paid extra to purchase the Dimensions with 3D capability, but we didn't turn on the software until peer-reviewed publications supported 3D as a better way to do mammography."

Today, SouthCoast uses 3D mammography for all diagnostic mammograms. For screening mammograms, the staff offers women the option of the 3D exam with an additional \$50 co-pay; and, they're seeing a steady increase in the number of women choosing the 3D exam. "Although health insurance covers the cost of a 2D exam, a callback diagnostic exam hits the patient's deductible," explains Shapiro. "When women learn 3D has a higher detection rate and lowers the incidence of callbacks, which ultimately lowers their cost, most women request the 3D screening exam."

Using 3D for Biopsies

SouthCoast also has standardized on 3D-guided stereotactic biopsies in place of conventional stereotactic procedures. "We

were one of the first sites in the country to do 3D-guided biopsy," declares Shapiro. "It has made such a difference. It is an extremely precise method for performing a biopsy, and much faster than a standard stereotactic procedure. After the first few cases, the physicians decided to use 3D guidance instead of stereotactic guidance for all biopsies."

Share Life...In 3D

"3D is making a difference for patients," concludes Shapiro. "It is more complete, more precise, and we're seeing masses in the breast tissue that we could not see on a 2D exam. We're also seeing more patients because we have 3D technology. With the 'Share Life...In 3D' campaign, women can take care of themselves and at the same time pay it forward to help other women. We couldn't be more thrilled. We Share Life...In 3D." ■

SouthCoast Imaging, in cooperation with the Community Health Mission in Savannah and Volunteers in Medicine in Hilton Head provide free 3D mammograms to women in the community in a program called "Sharing Life...In 3D."



"3D has been phenomenal for us. In the short time since we acquired 3D mammography, we have seen almost 350 new patients walk through our doors and we anticipate even more this year."

Jennifer Sanders, Mammography Manager, Methodist Hospitals

"Our patient population is very savvy and stays current on new technologies. If we don't offer the latest technologies, patients will find a practice that does."

Lily Chu Sicard, M.D., Fairfax Radiological Consultants

"We are finding cancers earlier and finding cancers we would have missed with conventional digital imaging. As a result, we're starting to see referring physicians embrace 3D mammography."

John D. Couris, President/CEO, Jupiter Medical Center

Preserving Lives. At Hologic, we deliver trailblazing technologies to keep you on the forefront of breast care. Our passion drives us in the relentless pursuit of innovative tools that set new paradigms for the early detection, accurate diagnosis, intervention and treatment of breast cancer – technologies to help you protect and preserve the lives of your patients. With you, we are on a mission to help women live longer, healthier lives.

hologic.com | info@hologic.com | +1.781.999.7300

This information is intended for medical professionals in the U.S. and other markets and is not intended as a product solicitation or promotion where such activities are prohibited. Because Hologic materials are distributed through websites, eBroadcasts and tradeshow, it is not always possible to control where such materials appear. For specific information on what products are available for sale in a particular country, please contact your local Hologic representative or write to womenshealth@hologic.com.

MISC-02708-001 © 2013 Hologic, Inc. Hologic, Dimensions, Selenia and associated logos are trademarks and/or registered trademarks of Hologic, Inc., and/or its subsidiaries in the United States and/or other countries. All other trademarks, registered trademarks and product names are the property of their respective owners.

HOLOGIC®