**[Date here]**

## **Contact: [Breast center name here,**

## **Center staff person contact**

## **Tel. #**

## **E-mail]**

**FOR IMMEDIATE RELEASE**

**New 3D Mammography at** <Facility> **offers better chance to diagnose
breast cancer earlier, at more treatable stages**

<City, State, Date> <Facility>

<Facility> is excited to offer 3D mammography (breast tomosynthesis) for breast cancer screening. Breast tomosynthesis produces a three-dimensional view of the breast tissue that helps radiologists identify and characterize individual breast structures without the confusion of overlapping tissue.

The center’s Selenia® Dimensions® breast tomosynthesis system is made by Hologic, a world leader in digital mammography. The Selenia Dimensions system offers exceptionally sharp breast images, an advanced ergonomic design providing more patient comfort, and the ground-breaking tomosynthesis platform designed to deliver superior screening and diagnostic performance for all breast types. 1

We believe breast tomosynthesis will benefit all screening and diagnostic mammography patients, and is especially valuable for women receiving a baseline screening, those who have dense breast tissue and/or women with a personal history of breast cancer.

Breast cancer screening with tomosynthesis when combined with a conventional 2D mammography has a 40% higher invasive cancer detection rate than conventional 2D mammography alone.2-4  Tomosynthesis technology gives radiologists increased confidence with up to a 40% t reduction in recall rates. 4-5

The tomosynthesis screening experience is similar to a traditional mammogram. During a tomosynthesis exam, multiple, low-dose images of the breast are acquired at different angles. These images are then used to produce a series of one-millimeter thick slices that can be viewed as a 3D reconstruction of the breast.

By offering women the latest and more accurate6 technology in mammography, <Facility> expects to increase the number of area women who will be routinely screened. Breast cancer is the second leading cause of cancer death among women, exceeded only by lung cancer. Statistics indicate that one in eight women will develop breast cancer sometime in her lifetime. The stage at which breast cancer is detected influences a woman’s chance of survival. If detected early, the five-year survival rate is 98 percent. 7

<Facility> is committed to the fight against breast cancer. In offering breast tomosynthesis digital mammography, <Facility> provides the latest in imaging technology. If you would like to schedule a mammogram or have questions about this important breast health procedure, please contact <Name>.