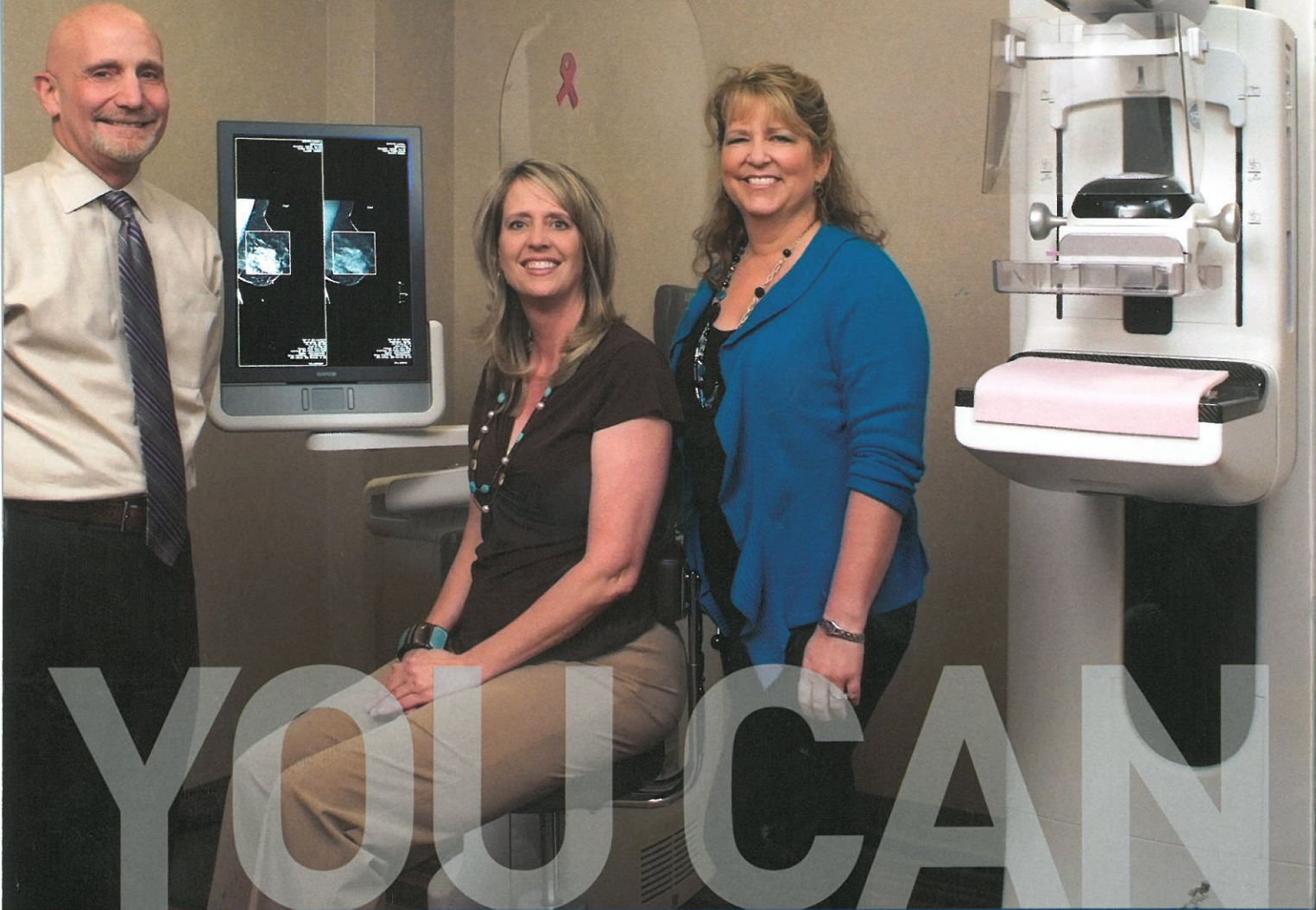


WOMEN'S HEALTH IN PRACTICE:

Implementing Breast Tomosynthesis



YOU CAN

TOMOSYNTHESIS INCREASES THE EARLY DETECTION OF BREAST CANCER AND IMPROVES PATIENT OUTCOMES

A year ago, the Breast Health and Research Center at John C. Lincoln Deer Valley Hospital in Phoenix, Arizona, became the first facility in the state and only the second in the country to offer tomosynthesis for routine breast imaging. The decision was an easy one for John C. Lincoln; its research showed that tomosynthesis technology enables specialists to identify cancer at an earlier, more treatable stage, ultimately saving more lives.

(continued on inside back cover)

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Pictured above: John C. Lincoln Breast Health and Research Center leadership, from left, Radiologist Michael Alpern, MD, Director Sherry Gage, RTRM, and Medical Director Linda Greer, MD.

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The Breast Health and Research Center is part of the John C. Lincoln Health Network, a Phoenix-based health system that includes two hospitals and two dozen primary care practice locations. Offering a patient-centric approach to diagnosing and treating cancer, the Center provides a comprehensive range of services from routine screening to advanced interventional procedures, all based on cutting-edge technology and provided in a soothing, comfortable setting designed to reduce patients' anxiety.

To date, the Breast Health and Research Center has performed more than 16,000 exams using two Hologic Selenia® Dimensions® breast tomosynthesis systems, establishing 3D breast imaging technology as the standard of care for patients.

A STEADY INCREASE IN PATIENT VOLUMES

Initially, the Breast Center installed one Hologic Dimensions system, offering the tomosynthesis exam to women with dense breasts. But as patient interest grew with as many as 80 percent requesting a 3D mammogram, the center quickly added a second tomosynthesis system and began offering it to all patients for both screening and diagnostic exams. A third Dimensions system is planned. "Our patient volumes increased immediately and have continued to increase over the last year," notes

David Price, Vice President for Clinical and Support Services at John C. Lincoln Deer Valley Hospital, whose campus houses the Breast Center. "We have several women who have traveled from other states, even a few from out of the country, just for the tomosynthesis exam."

"We didn't know how well tomosynthesis would be received by the public," adds Breast Center Director Sherry Gage. "Initially we used the Dimensions system for women with dense breasts, but almost immediately patients with fatty breasts began asking for the 3D exam. We obliged and within the first month, found a cancer in an almost completely fatty breast. The cancer was clear on the 3D images, but we could not see it at all on the 2D portion of the exam."

TOMOSYNTHESIS PROVIDES A BETTER PATIENT EXPERIENCE

While patient volumes have rapidly increased more than 25 percent, the number of women recalled for additional views is declining sharply. "We're seeing a 40 percent reduction in additional views, which not only reduces patients' stress, but the amount of radiation they would receive from additional views," states Gage. In addition, Gage reports the Breast Center has seen a 32 percent increase in Positive Predictive Value and a 2 percent decrease in the need for short-term follow-ups.

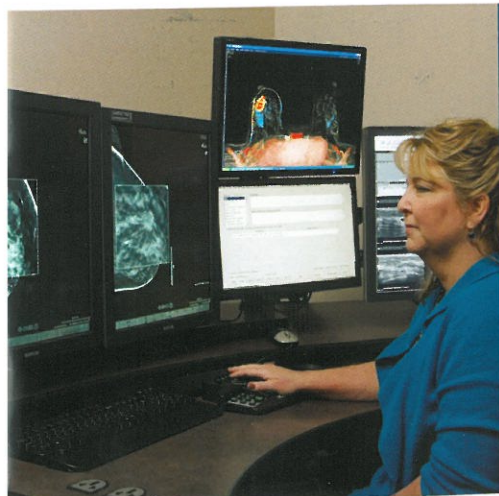
MORE EFFICIENT WORKFLOWS

According to Gage, the efficiencies they gain with tomosynthesis enable the breast center to optimize its workflow. "Tomosynthesis is definitely more efficient, primarily because we don't have to take a lot of extra views, which expands the availability of appointments for screening and diagnostic mammograms."

PATIENTS AND STAFF PREFER TOMOSYNTHESIS

John C. Lincoln is planning to expand its breast imaging services with the addition of a satellite outpatient center ten miles north of the Deer Valley Hospital campus. "We'll be using tomosynthesis in the new center as well," explains Price. "In fact, we're also finding that breast surgeons prefer tomosynthesis over 2D mammograms, so the technology is enabling us to attract excellent fellowship-trained breast surgeons who want to partner to help us enhance our breast cancer services. But, the key reason we are committed to tomosynthesis," concludes Price, "is because the technology increases the early detection of breast cancer and that is what breast imaging is all about."

For more information visit breasttomo.com



"AS A BREAST CANCER SURVIVOR WHO IS A MOM, A WIFE AND A HEALTH CARE PROFESSIONAL, I KNOW FIRST-HAND THE IMPORTANCE OF FINDING BREAST CANCER EARLY, WHEN IT IS MOST TREATABLE. TOMOSYNTHESIS AT OUR BREAST HEALTH AND RESEARCH CENTER ALLOWS US TO DIAGNOSE BREAST CANCERS THAT OTHERWISE WOULD NOT BE IDENTIFIED AS EARLY."

Rhonda Forsyth, President and CEO, John C. Lincoln Health Network

Pictured left: Breast Health and Research Center Medical Director Linda Greer, MD

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