

**Treating Her**  
Through Every Stage  
of Her Life

**HOLOGIC®**

The Women's Health Company

# Hologic

## **Committed to treating the whole woman at every stage of her life**

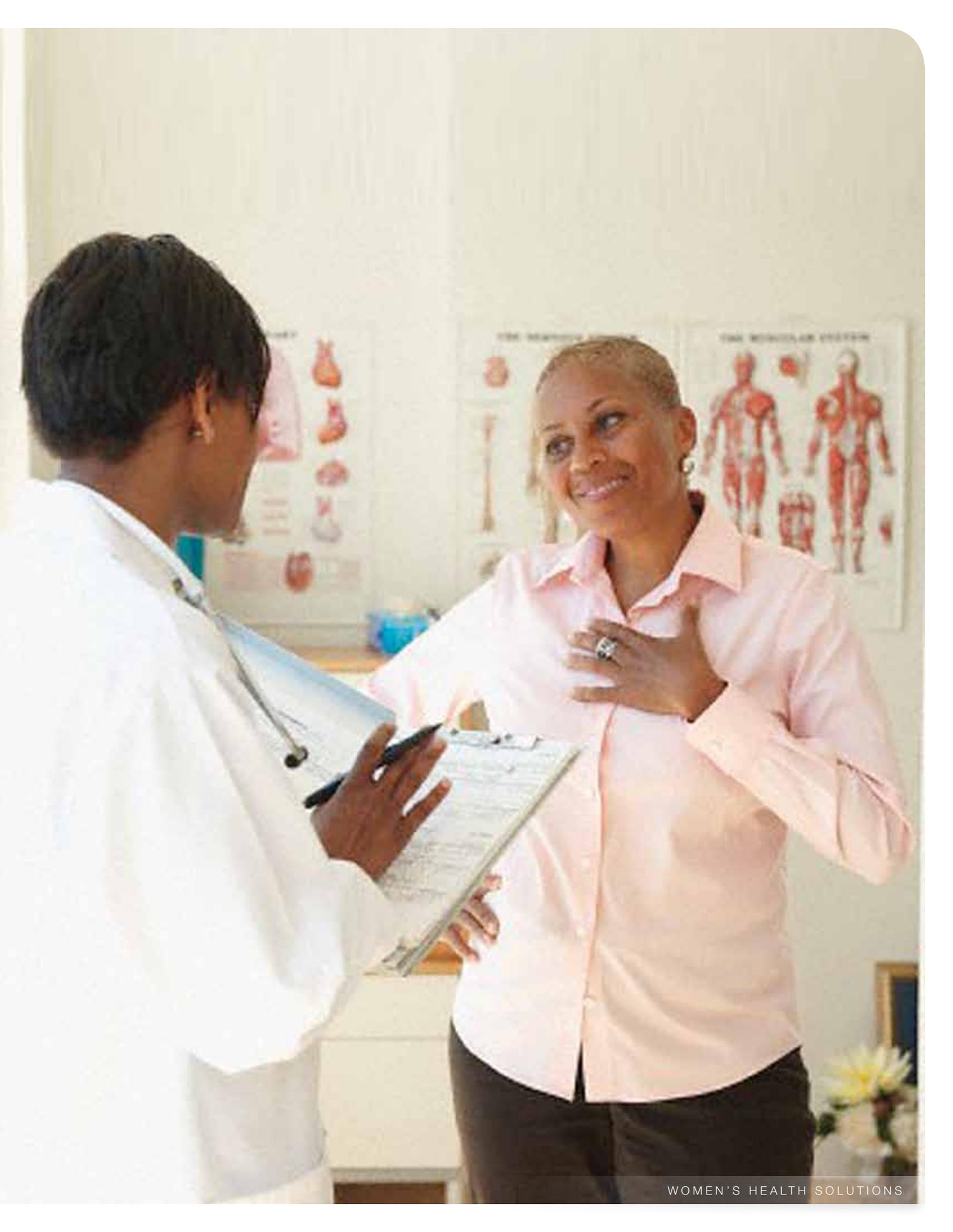
When it comes to your patient's care, you play many different roles – healer, counselor, advocate. Most importantly, you are the guardian of her health.

She relies on you for gynecologic care, as well as for overall healthcare and advice. You are her link to the continual stream of discoveries and innovations in medical technology that may one day affect her directly.

This unique relationship allows you the opportunity to offer a range of services that address your patient's needs throughout every stage of her life.

At Hologic, we believe that our relationship with you is also unique. As the world's leading provider of healthcare solutions for women, we share your passion for helping women lead longer, fuller, healthier lives. That's why we invest millions of research dollars annually in exploring and expanding our knowledge across multiple conditions and disease states.

Our commitment to women's health matches your commitment to the health of your patients. You stand behind each one of them. And we stand behind you.



# peace of mind

The sooner you know, the more you can do to save a life.

Cervical cancer takes the lives of roughly 4,000 women in the United States every year. Yet because it takes years to develop, cervical cancer is nearly 100 percent preventable if detected early. Hologic's advanced cervical screening products are effective in detecting abnormalities long before they progress to cancer. Our screening technologies continue to contribute to rapid declines in cervical cancer rates across the globe.

Screening begins with one of our most widely known technologies, the ThinPrep® Pap test and Imaging System. When used together with the Cervista® HPV HR test it offers highly accurate and reliable cervical cancer screening results. The advanced combination of these tests sets new standards for cervical cancer screening and provides much higher detection levels for precancerous cells, giving physician and patient more time to undertake appropriate treatment.



**ThinPrep Pap Test**



20s-30s...



Prenatal testing delivers peace of mind to expectant mothers.

A pregnant woman isn't just concerned about her own well-being – she's also concerned about her baby's health. Providing answers and peace of mind to expectant mothers is the most important service a physician can offer. Screening programs can aid in early diagnosis and, when combined with advances in treatment, can help children live longer, healthier lives.

Hologic creates screening and diagnostic tests that simplify life for physicians focused on prenatal health. Our fetal fibronectin test, Rapid fFN® provides physicians the ability to identify women at increased risk for preterm birth, so they can create the most appropriate treatment plan as soon as possible. We also offer a second important test for women during pregnancy. InPlex® CF is a molecular test that can identify genetic mutations associated with cystic fibrosis in both the mother and her unborn child at the earliest possible stage.

### Helping Your Patients Experience Life Uninterrupted

Hologic's technologies also offer new hope for physicians and their female patients who are faced with other gynecologic concerns. We provide women with an incision-less, fast and safe removal option for submucosal fibroids and polyps to relieve abnormal uterine bleeding symptoms. Our MyoSure® hysteroscopic tissue removal system is an effective and less-invasive solution for women who may think a hysterectomy is the only solution. Designed to optimize high aspiration procedures such as MyoSure, our Aquilex™ fluid control system features the highest performance of any fluid management system on the market.



Specimen Collection Kit and Device



MyoSure Hysteroscopic Tissue



Aquilex Fluid Control System

## A One-Time Treatment May Lead To a Lifetime of Freedom.

More than 7 million women in the US alone live with the pain, discomfort, fatigue, and embarrassment of heavy menstrual bleeding. Yet only 2.5 million women seek treatment each year.<sup>1</sup>

NovaSure<sup>®</sup> endometrial ablation is the market-leading technology and preferred clinical procedure for the treatment of heavy menstrual bleeding. This safe, simple, one-time procedure is designed to give women more freedom and more energy in just 90 seconds\*, without the side effects of hormones or a hysterectomy. Over one million women have been able to dramatically improve the quality of their lives, freed from the debilitating impact of excessive menstrual bleeding.



NovaSure RF Controller

°The THS<sup>®</sup> tower-free hysteroscopy system is an investment in expanding the breadth of your services. This versatile platform is compatible with Hologic's full range of gynecologic solutions, including pre-procedure planning for NovaSure and MyoSure, as well as the delivery of Adiana Permanent Contraception.



THS Video Platforms  
(Available in three colors)



# 40s - 50s...

\* The average treatment time is 90 seconds, and the entire NovaSure procedure typically takes less than 5 minutes to complete.

## Digital Mammography – The Key to Early Detection.

A growing number of ob-gyn practices are providing annual breast cancer screening to their patients who are 40 and older. Digital mammography is the preferred technology for providers of breast cancer screening – and Hologic is the preferred vendor for digital mammography systems worldwide.

Selenia® digital mammography products have an expanded roster of configurations, so now every practice has the opportunity to improve workflow and offer patients high-quality breast imaging. We have systems designed to fit virtually every practice, budget, and objective.

Hologic is proud to be the first company to release a commercially available system delivering on the extraordinary promise of 3D breast tomosynthesis – a breakthrough technology poised to revolutionize how breast cancer is detected today.



**Selenia® Dimensions® 2D/3D  
Digital Mammography System**

a lifetime of  
freedom



confidence

# 50s...

## State-of-the-art diagnosis for optimal bone health – and more

When a woman least expects it, osteoporosis robs her of vitality, her confidence, and her spirit. Helping women fight this disease requires comprehensive care, supported by early detection and appropriate treatment to rebuild strong and healthy bones.

The Hologic Discovery system is an exceptional diagnostic tool designed to support the early detection and treatment of osteoporosis. It enables clinicians to identify fractures that would go unnoticed during conventional examinations. But the Discovery system is not limited to the complete assessment of bone health alone. It also offers a platform for body composition analysis, as well as for the visualization of abdominal aortic calcifications, which may be an early indicator for heart disease.

One out of every three women over 50 will have an osteoporosis-related fracture in her lifetime. Osteoporosis is a growing healthcare crisis affecting millions of women – and men – worldwide. There is not yet a cure for osteoporosis. But we will continue to make state-of-the-art detection and diagnosis solutions until medical science can develop an answer.



Discovery DXA System



## Committed to treating the whole woman

Maximizing your patients' in-office time isn't just important to them – it's important to you. By offering mammography screening and osteoporosis assessment in addition to gynecologic screening, you demonstrate your commitment to treating the whole woman, not just one area of her health. Through Hologic's wide range of products and services, we are uniquely positioned to help the OB/GYN office achieve both business and clinical goals. All while providing the market-leading performance you've come to expect from Hologic.

### Customer Support

We deliver everything from clinical applications and technical product support to timely service dispatch that helps keep Hologic products up and running. Plus, we support medical professionals with a full curriculum of online Hologic offers a reimbursement hotline,

### Reimbursement Support

an exclusive tool available to Hologic customers at no additional cost. The hotline can assist you with:

- Billing issues
  - Coding
  - Coverage
  - Contracted rate verification
  - Patient benefit verification
  - Patient pre-authorization/pre-certification
  - Claims appeals and denials
  - Low claims payment
- Quantra software gives you a tool to quantify breast density, year-over-year, based on computer volumetric analysis of image data rather than visual estimation.



# committed

## Education

We deliver in-depth courses, webinars, modules, and videos that cover a wide range of healthcare topics – from digital mammography to bone densitometry – all designed to help our customers detect disease earlier and improve clinical outcomes.

## Marketing Support

The success of your practice is one of our top priorities. That's why, in addition to providing the finest in equipment, supplies, and technical support, we have developed marketing tools to support your individual business-building efforts. We provide access to a library of standard and customizable marketing materials designed to help you reach your referring physicians and women in the community. All materials are available to order online, making it easy to start and maintain your marketing program.

At Hologic, we are on a mission: to help women everywhere lead longer, healthier lives. It is our reason for being and the single focus of every breakthrough we pursue, every solution we design, and every investment we make. We offer clinicians the tools they need to spot cancer or osteoporosis while they can still do something about it. We support your desire to treat the whole woman at every stage of her life, not just the disease.



**Keeping the promise to help women lead healthier lives.**

Hologic's Promise To Me campaign is a global initiative to actively encourage women to make their health a priority. Our goal: reduce the number of women who are impacted by treatable diseases like breast cancer, cervical cancer, osteoporosis, and more.

For every woman that makes the promise to and passes it on, Hologic will donate \$1 to preventive healthcare for uninsured women.

**Help us reach our goal. Please, make the promise. Then pass it on.**

[promisetome.com](http://promisetome.com)

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