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The Women's Health Company

WOMEN'S HEALTH IN PRACTICE:

Implementing
Breast Tomosynthesis

3D TECHNOLOGY ADDRESSES ONE OF THE MAJOR COMPLAINTS WOMEN HAVE ABOUT BREAST CANCER SCREENING—UNNECESSARY RECALLS. WE ARE ALSO SENSITIVE TO HEALTHCARE COSTS, AND 3D CAN LOWER THE COST OF MAMMOGRAPHY DOWN THE ROAD BECAUSE IT LEADS TO FEWER DIAGNOSTIC TESTS.

Joe Hoban, President, ella health

3D MAMMOGRAPHY

WOMEN'S IMAGING CENTER INCREASES COMPLIANCE BY FOCUSING ON THE PATIENT EXPERIENCE

ella health is passionate about increasing the compliance rate for screening mammograms. The Pennsylvania-based breast imaging company is opening a series of women's health centers across the country. The centers are designed to change the experience with and perception of mammograms, ultimately increasing compliance. "We know that fewer than half of eligible women have annual screening mammograms," states Joe Hoban, President of ella health. "We set out to understand why, and then created a health network that would improve those numbers."

(continued on inside back cover)

Photo: Sara Henise, an ella health Mammography Technologist, performs a 3D mammogram on a patient.

Implementing Breast Tomosynthesis

The company surveyed hundreds of women across the country, asking about the entire mammography experience. Women talked about the inconvenience of scheduling, cold exam rooms, mammography equipment with sharp edges and cold surfaces, the uncertainty of when and how they would receive results, and the anxiety of being called back for additional, and often unnecessary diagnostic mammograms.

ella health used this feedback to redesign its free-standing breast imaging centers from the ground up to feel more like a comfortable, relaxing spa than a clinical setting.

3D MAMMOGRAPHY IS A KEY DIFFERENTIATOR

3D mammography is the cornerstone of ella health's mission to increase compliance. "Our business is based on providing the best imaging technology to detect cancer earlier, reduce recalls and improve the patient's experience. 3D mammography enables us to meet this goal," says Hoban. "3D technology addresses one of the major complaints women have about breast cancer screening—unnecessary recalls. We are also sensitive to healthcare costs and 3D can lower the cost of mammography down the road because it leads to fewer diagnostic tests."

The ella health center in Harrisburg opened with the Hologic Selenia® Dimensions® 2D mammography system and added the breast tomosynthesis software upgrade a few months later. "We chose Hologic as

our equipment provider because they share our singular focus on women's health," continues Hoban.

3D mammography is also proving to be a key differentiator for ella health, prompting many women to switch from existing mammography providers to ella. Most women who have moved over to ella have experienced the anxiety of a recall in the past. ella health offers every patient the option of the 3D exam in addition to the 2D views, charging a small fee to cover the additional cost. To date, about 70 percent of patients have chosen the more comprehensive 3D exam.

BUILDING STRONG RELATIONSHIPS BETWEEN PHYSICIANS, BREAST IMAGERS, AND PATIENTS

"In addition to the best technology, we have the best radiologists reading the images," says Hoban. "It's all part of the ella health difference, which is to provide the best experience from every perspective." Fellowship-trained radiologists at Quantum Imaging and Therapeutic Associates read

all breast images for ella health. "We provide almost immediate turnaround and always within 24 hours," notes Elizabeth Bergey, MD, President and CEO of Quantum. "Our women's imagers feel 3D is a valuable modality for all women, providing higher quality images and reducing the number of recalls."

The convenient location of each ella health center is also designed to increase compliance. "Women receive referrals for mammograms as part of their annual well woman visit. So we locate ella health centers close to primary care practices to make it as easy as possible for a woman to schedule her mammogram," explains Hoban. "Our primary care partners tell us more women are getting mammograms because ella health makes it so convenient for them."

A key measurement for ella health is patient satisfaction. "One of the questions on our patient satisfaction survey asks if they would recommend us to their family and friends. Nine out of ten women say 'yes,'" concludes Morgans. "And that tells us that we are accomplishing what we set out to do."

For more information, visit breasttomo.com

"WE'VE SEEN A DEFINITE REDUCTION IN OUR RECALL RATES JUST IN THE SHORT TIME WE HAVE BEEN USING 3D MAMMOGRAPHY. WHEN RADIOLOGISTS LOOK AT THE 2D IMAGE AND SEE SOMETHING SUSPICIOUS, THEY REFERENCE THE 3D IMAGE AND CAN SEE CLEARLY IF IT IS OVERLAPPING TISSUE, OR IF THEY NEED TO RECALL THE PATIENT."

Eileen Ann Morgans, RN, BSN, CBCN,
Director of Clinical Services, ella health

Pictured left to right: Sara Henise, Heather Bauer and Eileen Ann Morgans, all employees of ella health.



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