**[Date here]
Contact: [Breast center name here,
Center staff person contact
Tel. #
E-mail]**

**FOR IMMEDIATE RELEASE**

**<Facility>** **Offers Lower-Dose 3D Mammography for Breast Cancer Screening**

<Facility> today announced the availability of Hologic lower-dose 3D mammography (breast tomosynthesis) the latest innovation in breast cancer screening which offers superior performance to 2D alone.1 Located in <City, County, or State>, <facility> began providing 3D mammography to the community in (enter date) and is now one of the first healthcare providers in the region to offer the new advanced 3D mammography technology from Hologic.

Hologic’s new C-View™ software creates a 2D image from the 3D dataset, removing the need for a separate 2D exposure. The elimination of the 2D exposure results in patients spending less time under compression and a reduction in radiation, while providing the improved clinical benefits of 3D mammography – increased diagnostic accuracy and reduced recall rates.1

 “Lower-dose 3D mammography is a significant enhancement to this game-changing technology, “ said <Facility spokesperson> “Even though 3D mammography exams using traditional 2D images met FDA safety standards, some patients worried about the level of radiation exposure. Hologic’s C-View option completely eliminates that concern while still providing the superb clinical performance we have come to depend upon from this technology. We are very pleased to be able to offer women the full benefits of 3D mammography coupled with faster exam times, a lower dose and an overall better patient experience.”

**About 3D Mammography**In a 3D mammogram, multiple images acquired at different angles around the breast are reconstructed into a 3D image that reveals the inner architecture of the breast. Radiologists can view the breast in high resolution, 1mm slices, virtually eliminating detection challenges associated with overlapping tissues that can limit the effectiveness of conventional 2D mammography. Clinical studies published in the U.S. and Europe have shown that Hologic’s 3D mammography technology significantly improves the detection rate of invasive breast cancer2-4 while at the same time reducing unnecessary callbacks by as much as 40 percent.4-5 Hologic’s 3D mammography technology was approved by the Food and Drug Administration (FDA) in February 2011 for all women who would be undergoing a standard mammogram, in both the screening and diagnostic settings.

<Facility> is scheduling patients on the new technology starting in XXXXXX.