



WHAT TO
EXPECT

Genius™ 3D Mammography™ Exam

The most exciting advancement in
mammography in over 30 years

Screening for breast cancer

Doctors and scientists agree that early detection is the best defense against breast cancer. Successful treatment and survival rates for breast cancer patients are dramatically affected by early detection of breast cancers. If we find breast cancer early, before it has spread to lymph nodes, the five-year survival rate is almost 100 percent.¹ Until now, the best way to do that has been with digital mammography.

Hologic – a world leader in mammography – has developed an advanced technology called breast tomosynthesis, which has been clinically proven to be superior to digital mammography.²

While digital or 2D mammography is still a great tool in the fight against breast cancer, it is only a 2-dimensional picture of the breast. The Genius™ 3D Mammography™ exam allows doctors to examine your breast tissue layer by layer. So, instead of viewing all of the complexities of your breast tissue in a flat image, as with conventional 2D mammography, fine details are more visible and no longer hidden by the tissue above or below.



What is A Genius™ 3D Mammography™ exam?

The Genius™ 3D Mammography™ exam (a.k.a. Genius™ exam) is acquired on the Hologic® 3D Mammography™ system and consists of a 2D and 3D™ image set, where the 2D image can be either an acquired 2D image or a 2D image generated from the 3D™ image set.

The Genius™ exam is only available on the Hologic® 3D Mammography™ system.

Please consult your physician for a full list of benefits and risks associated with mammography.



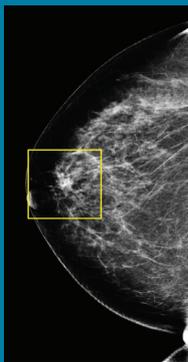
Very low X-ray energy is used during the screening examination so your radiation exposure is below the FDA guidelines. The Genius™ 3D Mammography™ exam reduces callbacks by up to 40% compared to 2D alone.^{1,2} In addition, only the Genius 3D Mammography™ exam is proven to find 20-65% more invasive breast cancers compared to 2D alone, an average increase of 41%.³

The Genius exam is also the only mammogram FDA approved as superior for women with dense breasts. It is truly a better mammogram for all women.

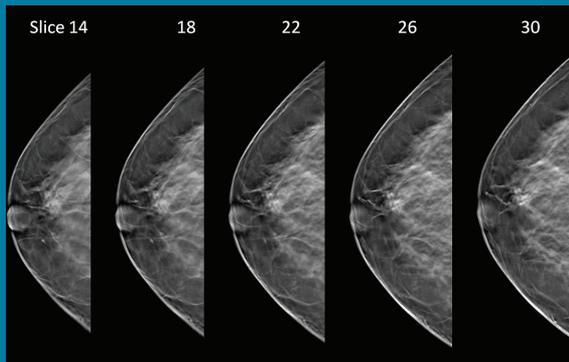
The Genius exam may also be used during a diagnostic mammogram if you happen to be called back for this type of exam.

**Better for women
of all ages and
breast densities**

Images from a breast exam: 2D vs 3D™ Slices



2D image



3D™ image slices

In a “conventional” 2D mammogram there appears to be an area of concern that the doctor may want to further investigate with another mammogram or a biopsy. Looking at the same breast tissue in slices from the Genius exam, the doctor can now see that the tissue is in fact normal breast tissue that was overlapping in the traditional mammogram creating the illusion of an abnormal area. In this scenario this patient likely avoided a callback for an additional mammogram thanks to the Genius exam .

91%

of patients agree the quality of care provided by the facility was better with a Genius™ exam.

- Results from independent survey conducted by Kadence International, June 2015

What to expect during your exam

A Genius 3D Mammography™ exam is very similar to a traditional mammogram. Just as with a digital mammogram, the technologist will position you, compress your breast under a paddle and take images from different angles. A Genius exam may be used as a screening tool in conjunction with a traditional digital mammogram or may be used by itself for a diagnostic mammogram.

During the Genius part of the exam, the X-ray arm sweeps in a slight arc over the breast, taking multiple breast images in just seconds. Your doctor is then able to view your breast tissue in one millimeter layers. Instead of viewing all the complexities of your breast tissue in one flat image, the doctor can examine the tissue one page or “slice” at a time.

There is no additional compression required with Genius exam, and it only takes a few seconds longer for each view. The technologist will view the images at a computer workstation to ensure adequate images have been captured for review by a radiologist, who studies them and reports results to either your physician or directly to you.

Early Detection is the Key

Because our primary goal has always been to deliver the highest quality care to our patients, we are adding breast tomosynthesis to our breast health services.

We have chosen to offer the Genius 3D Mammography™ exam from Hologic because clinical studies show that it is a more accurate mammogram.^{1,2}

Please call our office to schedule your Genius 3D™ exam.

For additional information on breast health, call the American Cancer Society at 1.800.ACS.2345 or visit www.cancer.org.

genius3D
MAMMOGRAPHY EXAM™

To learn more about the
Genius 3D Mammography™
exam visit MyGenius3D.com

REFERENCES: **1.** Friedewald SM, Rafferty EA, Rose SL, et al. Breast cancer screening using tomosynthesis in combination with digital mammography. *JAMA*. 2014 Jun 25;311(24):2499-507. **2.** Bernardi D, Macaskill P, Pellegrini M, et al. Breast cancer screening with tomosynthesis (3D mammography) with acquired or synthetic 2D mammography compared with 2D mammography alone (STORM-2): a population-based prospective study. *Lancet Oncol*. 2016 Aug;17(8):1105-13. **3.** Results from Friedewald, SM, et al. "Breast cancer screening using tomosynthesis in combination with digital mammography." *JAMA* 311.24 (2014): 2499-2507; a multi-site (13), non-randomized, historical control study of 454,000 screening mammograms investigating the initial impact the introduction of the Hologic Selenia® Dimensions® on screening outcomes. Individual results may vary. The study found an average 41% (95% CI: 20-65%) increase and that 1.2 (95% CI: 0.8-1.6) additional invasive breast cancers per 1000 screening exams were found in women receiving combined 2D FFDM and 3D™ mammograms acquired with the Hologic 3D Mammography™ System versus women receiving 2D FFDM mammograms only.

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