Compared to 2D alone

References:

4. 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 of 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.
6. FDA submissions P080003, P080003/S001, P080003/S004, P080003/S005.

What Patients Want: A MORE COMFORTABLE MAMMOGRAM

Why Women Avoid Mammograms

Pain is the #1 complaint during mammograms¹

The biggest contributors to pain and discomfort are:

- 71% FORCE OF COMPRESSION¹
- 52% PINCHING OF BREASTS¹
- 36% TIME UNDER COMPRESSION¹

SEVEN OUT OF TEN WOMEN have some degree of pain during mammography²

49% of women reported fear of anxiety and pain as the reason they have never had a mammogram¹

37% say a painful mammogram would result in a dissatisfied rating¹

49% of women said that they would switch facilities for a more comfortable mammogram¹

Introducing the SmartCurve™ Breast Stabilization System

93% of women reported increased comfort with the SmartCurve™ system³

New curved design distributes pressure more evenly over the breast to reduce pinching.

95% of women would recommend facilities that use a SmartCurve™ system³

What Does This Mean For You?

Available on Hologic’s new 3Dimensions™ system or as an upgrade to Selenia® Dimensions® systems**

Introducing the SmartCurve™ Breast Stabilization System

The SmartCurve™ System + The Genius™ 3D Mammography™ Exam = A Better Screening Experience

Only the Genius™ exam is clinically proven to detect 20-65% MORE BREAST CANCERS compared to 2D mammography alone⁴

The Genius™ exam REDUCES CALLBACKS BY UP TO 40%⁴⁵

The Genius™ exam scan time allows for the least amount of time under COMPRESSION⁷

MORE ACCURATE*, MORE COMFORTABLE

Contact your Hologic representative or email SmartCurve@Hologic.com to learn more.

References:

1. Kadence International, Ten Thousand Quantitative Findings Research Study (0107), April 2017
4. 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 of 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.
6. FDA submissions P080003, P080003/S001, P080003/S004, P080003/S005.

The Genius™ 3D Mammography™ 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 scan time allows for the least amount of time under COMPRESSION. The Genius™ exam is only available on the Hologic® 3D Mammography™ system. MSC:04947 Rev. 003 © 2018 Hologic, Inc. Hologic, 3D, 3D Mammography, Dimensions, Genius, Selenia, SmartCurve, The Science of Sure, and associated logos are trademarks and/or registered trademarks of Hologic, Inc. and/or its subsidiaries in the US and/or other countries.