

Addressing Breast Density Does not Have to be Complex.

genius3D
MAMMOGRAPHY EXAM™

Start screening with the Genius™ 3D Mammography™ exam, the **only mammogram proven superior** for dense breasts compared to 2D alone.^{3,5}

Breast Density Basics

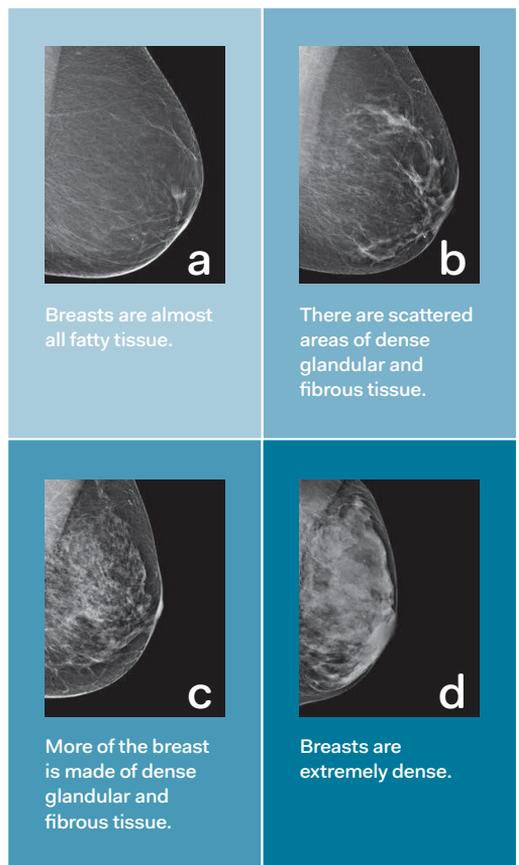
As you know, breasts consist of several types of tissue that appear differently on a mammogram. Dense breast tissue—also known as fibrous and glandular tissue—appears darker (or whiter) on the mammogram image, making it more difficult to interpret and often resulting in additional imaging for the patient.

Breast density is very common and varies among women. Today, 40 to 50 percent of women aged 40 to 74 have dense breast tissue.^{1,2}

Making Sense of Breast Density Scores

A mammogram is the best way to find out if your patient has dense breasts. After the mammogram, you will receive a report from your patient's radiologist that may include her BI-RADS™ score, a system created by the American College of Radiology to categorize breast density. The scores range from a – d, with “a” meaning mostly fatty and “d” meaning extremely dense. Radiologists factor in the BI-RADS™ score when determining a woman's overall breast cancer risk and personalized screening approach.

a	Almost entirely fatty
b	Scattered areas of fibroglandular density
c	Heterogeneously dense
d	Extremely dense



Sample clinical images from ACR

Avoid uncertainty. Start the breast cancer screening process with the Genius™ 3D Mammography™ exam today!

TALKING TO PATIENTS ABOUT BREAST DENSITY

When discussing breast density with your patients, it may be easier to describe dense breast tissue as clouds in the sky and breast cancers as white planes in flight. When a plane flies through wispy clouds, you can still see the plane in the air, but when a plane flies through thick clouds, it can be nearly impossible to detect.



Genius™ 3D Mammography™ Exam: The Only Mammogram Proven Superior for Women with Dense Breasts Compared to 2D Alone^{3,5}

Dense breast tissue can obscure lesions on a traditional mammogram, making cancers harder to detect. This is particularly concerning because **as the density of the breast increases, so does the risk of breast cancer.**

DID YOU KNOW?

According to a recent study from a state that requires patients to be notified if they have dense breasts:



of patients had been informed about their breast density.

While 75% of respondents reported being familiar with risk factors for breast cancer...



listed breast density as a risk factor.⁴

Fortunately, the Hologic Genius™ 3D Mammography™ exam (breast tomosynthesis) results are more accurate than 2D mammography alone⁵⁻¹⁰. It's **the only FDA approved tomosynthesis system demonstrating superior performance in women with dense breasts** for routine breast cancer screening over standard 2D mammography.^{3,5} Plus, the Genius™ exam has been clinically proven to **greatly reduce the chance of callbacks**,⁵⁻⁸ which are common for women with dense breasts.

It is important to keep in mind that every woman is different. While the approach to a patient's long term screening journey will be personalized to meet her specific profile and needs, start the process with the Genius™ 3D Mammography™ exam, which is more accurate than 2D alone.^{5-8, 11}

The Genius™ 3D Mammography™ exam is acquired on the Hologic® 3D Mammography™ system. It 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.

To find out who offers the Genius™ 3D Mammography™ exam in your area visit www.LocateGenius3D.com.



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MAMMOGRAPHY EXAM™

1. Ho JM, Jafferjee N, Covarrubias GM, Ghesani M, Handler B. Dense breasts: a review of reporting legislation and available supplemental screening options. *AJR Am J Roentgenol*. 203(2):449-56, 2014. **2.** Sprague BL, Gangnon RE, Burt V, et al. Prevalence of mammographically dense breasts in the United States. *J Natl Cancer Inst*. 106(10), 2014. **3.** FDA submissions P080003, P080003/S001, P080003/S005 **4.** What do women know about breast density? Results from a population survey of Virginia women. *Health Services Research and Policy*. **5.** 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. **6.** Zuckerman SP, Conant EF, Keller BM, et al. Implementation of Synthesized Two-dimensional Mammography in a Population-based Digital Breast Tomosynthesis Screening Program. *Radiology*. 2016 Dec;281(3):730-736. **7.** Skaane P, Bandos A, Eben EB, et al. Two-view digital breast tomosynthesis screening with synthetically reconstructed projection images: comparison with digital breast tomosynthesis with full-field digital mammographic images. *Radiology*. 2014 Jun;271(3):655-63. **8.** 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. **9.** McDonald ES, Oustimov A, Weinstein SP, et al. Effectiveness of Digital Breast Tomosynthesis Compared With Digital Mammography: Outcomes Analysis From 3 Years of Breast Cancer Screening. *JAMA Oncol*. 2016 Jun 1;2(6):737-43. **10.** Rafferty EA, Durand MA, Conant EF, et al. Breast Cancer Screening Using Tomosynthesis and Digital Mammography in Dense and Nondense Breasts. *JAMA*. 2016 Apr 26;315(16):1784-6. **11.** FDA submissions P080003, P08003/S001.

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Avoid uncertainty. Start the breast cancer screening process with the Genius™ 3D Mammography™ exam today!