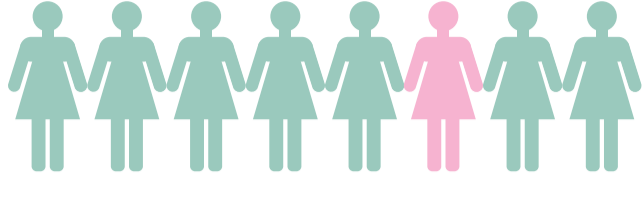


Why Have a 3D Mammogram



1 IN 8

Women will develop Breast Cancer in her lifetime.

Finding and treating breast cancer **early** dramatically increases your odds of survival.¹

Localized: 99% relative 5-year survival rate*
Regionalized: 84%†
Matastasized: 24%‡

Women Who Have Regular Mammograms

are more likely to catch developing breast cancer early, when it can be treated more successfully and with less invasive methods.

15-20%

Screening with mammography has been associated with a 15–20% relative reduction in mortality from breast cancer.²

71%

A recent study found that 71% of women who died of breast cancer were not undergoing regular mammography screening.³

3-D mammography creates clearer images, improving breast cancer detection while reducing unnecessary procedures.



41%

3-D mammography has been shown to increase the detection of invasive cancers by 41%.

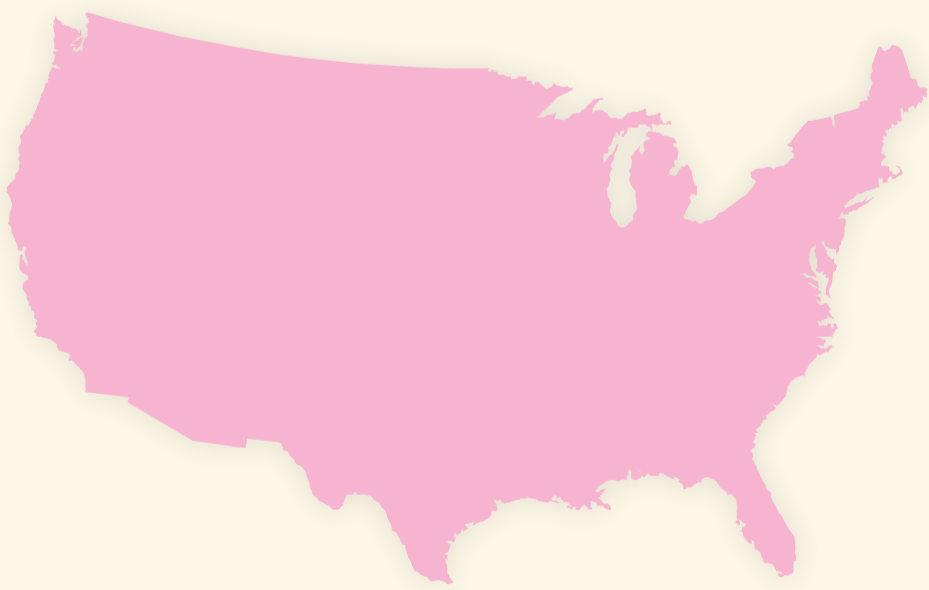
At the same time, 3-D technology was shown to reduce the number of patients called back after a mammogram for further tests by 15%.⁴

Enhanced Comfort

Iowa Radiology uses the Hologic Genius 3-D mammography exam with SmartCurve compression. SmartCurve mirrors the natural shape of a woman's breast to deliver even pressure and eliminate pinching for a more comfortable exam.

What About Radiation?

While the risks of undetected breast cancer are considerable, mammography delivers a very small dose of radiation, posing an extremely low risk of harm.



The average person in the U.S. receives about **3 mSv** of radiation from natural sources over the course of a year.⁵

The Genius low-dose 3-D mammogram delivers only **1.45 mSv** of radiation. So, the radiation dose from an annual 3-D mammogram is about half of what you're exposed to each year simply by living on the earth.

Federal regulations set the maximum radiation dose for mammograms at **3 mSv**—more than twice the dose delivered by a Genius 3-D mammogram.

*This indicates that patients are 99% as likely as those in the general population to live at least 5 more years.
 †Limited spread beyond the cancer's initial location
 ‡Cancer has spread to other organs

1. "Understanding Breast Cancer Survival Rates." Komen.org. 5 Nov 2015. Web. 30 Jan 2017. | 2. "Breast Cancer Screening PDQ." PubMed Health. National Center for Biotechnology Information. 1 Dec 2016. Web. 30 Jan 2017. | 3. Webb, et al. "A failure analysis of invasive breast cancer: most deaths from disease occur in women not regularly screened." Cancer. 15 Sept 2014. Web. 30 Jan 2017. | 4. Friedewald, et al. "Breast Cancer Screening Using Tomosynthesis in Combination With Digital Mammography." JAMA. 25 June 2014. Web. 30 Jan 2017. | 5. "Radiation Dose in X-Ray and CT Exams." Radiologyinfo.org. Radiological Society of North America, Inc., 5 April 2016. Web. 30 Jan 2017.