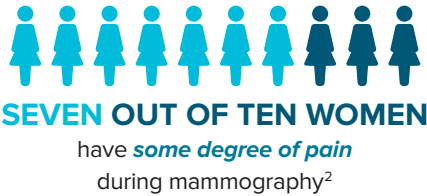


# What Patients Want: A MORE COMFORTABLE MAMMOGRAM



**Pain is the #1 complaint during mammograms<sup>1</sup>**



## Why Women Avoid Mammograms

The biggest contributors to pain and discomfort are:



## What Does This Mean For You?



**49% of women reported fear of anxiety and pain** as the reason they have never had a mammogram<sup>1</sup>

**37% say a painful mammogram would result in a dissatisfied rating<sup>1</sup>**

**49% of women said that they would switch facilities** for a more comfortable mammogram<sup>1</sup>

## Introducing the SmartCurve™ Breast Stabilization System

**93%** of women reported **increased comfort** with the SmartCurve™ system<sup>3</sup>



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

**95%** of women would **recommend** facilities that use a SmartCurve™ system<sup>3</sup>

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

## 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 alone<sup>4</sup>

The Genius™ exam **REDUCES CALLBACKS BY UP TO 40%**<sup>4,5\*</sup>

**BETTER FOR DENSE BREASTS**  
Only the Genius™ exam is FDA approved as superior for women with dense breasts<sup>4,6\*</sup>

The Genius™ exam scan time allows for the **least amount of time under COMPRESSION**<sup>7</sup>

## MORE ACCURATE\*, MORE COMFORTABLE

Contact your Hologic representative or email [SmartCurve@Hologic.com](mailto:SmartCurve@Hologic.com) to learn more.

**SmartCurve™**



Tate Diagnostic Inc.  
3031 W. March Lane #336E  
Stockton, Ca 95219  
209-952-9300



\* Compared to 2D alone

**References:** 1. Kadence International, Ten Thousand Quantitative Findings Research Study (5107), April 2017. 2. Kadence International, Patient Journey Research Study (1213), March 2015. 3. Smith, A. Improving Patient Comfort in Mammography. Hologic WP-00019 Rev 001 (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. 5. 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. 6. FDA submissions P080003, P080003/S001, P080003/S004, P080003/S005. 7. 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.

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 is only available on the Hologic® 3D Mammography™ system. MISC-04847 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.