

images for life

PRACTICE INSIGHTS

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New Technologies and Spa-like Atmosphere
Improve Patient Care



IN THIS ISSUE

New Technologies and Spa-like Atmosphere Improve Patient Care

Images for Life, Volume Eight, tells the stories of compassionate women's imaging sites that offer state-of-the-art technology in spa-like settings. The radiologists, technologists and administrators featured in these stories believe that the quality of care they offer depends both on being able to offer the most advanced technology, as well as an environment that maximizes comfort to enhance the patient's experience.

As you will read, these sites have reported impressive results, which they attribute to the introduction of such products as Hologic's Selenia® and Selenia Dimensions® systems and the MammoPad® breast cushion. They found that with digital mammography, they were able to improve workflow by reducing both screening and diagnostic exam time, thereby enabling them to increase patient volume. Those sites that adopted the MammoPad breast cushion also report an overwhelmingly positive response from their patients. At Howard Hospital, for example, many women say that MammoPad contributed to their having the easiest mammogram ever. And many of the technologists report that the MammoPad breast cushion helps patients relax, allowing them to capture a better image.

These sites demonstrate their commitment to improving patient care by investing in technology and in patient satisfaction. Many believe that the combination of the spa-like setting and advanced digital mammography technology reflects the future of women's healthcare.

Nine stories of hospitals and imaging centers—large and small, urban and rural, new and old—that share a passion for bringing the latest in breast cancer technology, diagnosis, and less invasive treatment to women.

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Cover image: The Herman & Walter Samuelson Breast Care Center at Northwest Hospital, Randallstown, Maryland, provides compassionate, full-service care in a tranquil environment.

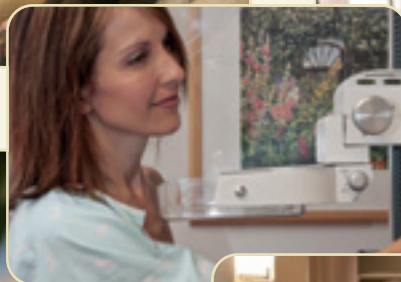
The articles included in this publication are the opinions and personal stories of individual hospitals and breast centers and not necessarily those of Hologic.

Lovely artwork, soothing music, attractive decor, serene vistas, fresh flowers, and a selection of hot beverages, along with a helpful staff, contribute to patient comfort and improved patient care.

Frank R. Howard Memorial Hospital



Community Hospital of Monterey Peninsula



Palms Imaging Center



Columbia Regional Breast Center

Rural Hospital Offers the Best in Women's Imaging Care

Frank R. Howard Memorial Hospital, Willits, California

Often there's a perception that rural hospitals can't offer the same sophisticated technology as their urban counterparts. But Frank R. Howard Memorial Hospital proves it's possible to provide both the personal attention of a small hospital and the cutting-edge technology of larger facilities.

Howard Hospital is a 25-bed critical access hospital located in a rural area more than 100 miles north of San Francisco. While the area is known for its California Redwoods, Willits also features one of the most comprehensive, state-of-the-art medical imaging centers in Northern California.

In 2007, Women's Imaging at Howard Hospital installed a Hologic Selenia[®] digital mammography system and ImageChecker[®] computer-aided detection system. At the same time, the site began offering the Hologic MammoPad[®] breast cushion. "Our competitors have digital mammography, but we offer both state-of-the-art technology and a personal, caring experience," says Radiology Manager Chris Borycki.

Digital Mammography Improves Early Detection

While the hospital knew it was time to upgrade its technology, community demand also played a significant role in its decision to go digital. Local physicians had asked for digital mammography, and many women were driving 25 miles or more to the nearest hospital that offers digital exams.

That trend reversed once the hospital brought the Hologic system to the community. Howard Hospital recaptured lost business and saw its mammography volume increase 15 percent within just six months after transitioning to digital.

"Selenia digital mammography images are outstanding. Our staff is thrilled with the detail they can see," explains Borycki. "And they love ImageChecker – it's like another set of eyes to review the images."

The superior image quality quickly proved invaluable when, shortly after the system was installed, physicians were able to detect cancer at an early stage for a patient. The exam showed tiny

calcifications, which older technology would most likely have missed. With the cancer caught early, the patient had more treatment options and is now cancer-free.

Patients also benefit from digital's improved workflow. The instant acquisition and display of images allow technologists to determine immediately if additional images are required, reducing call-backs. Digital exams are also faster, enabling the hospital to offer same-day follow-up for abnormalities or areas of concern.

"... I trust Hologic completely, and the reliability of their equipment is wonderful."

"When a woman has to wait several days, or even weeks, for a follow-up exam, it causes tremendous anxiety. Now we can usually perform additional exams on the same day," notes Borycki.

Howard Hospital also offers the Hologic MammoPad breast cushion. "Thanks to MammoPad, I've had many women say, 'That was the easiest mammogram I've ever had,'" she says.

Support and Reliability With Hologic

Howard Hospital chose the Hologic Selenia system for its superior image quality and larger imaging detector, which can accommodate many breast sizes. But with just one machine, equipment reliability was the biggest factor in selecting Hologic.

"As a rural hospital, it's critical for us to have as little downtime as possible – it's difficult if something needs to be repaired," explains Borycki. "But I trust Hologic completely, and the reliability of their equipment is wonderful."

The transition to digital was also effortless. "Hologic made the learning process fun and invigorating," says Borycki. "There isn't anything I would have wanted done differently."

As a small community hospital that prides itself on its caring attitude as much as its technology, the hospital takes its motto – Neighbors Helping Neighbors – to heart. Twice a year, the hospital offers reduced-cost mammograms and bone density screenings to help uninsured women receive the same high quality care as other women in the community.

Howard Hospital: Just as Committed to Bone Density Screening

While the importance of bone density screening doesn't receive as much publicity as mammography, Howard Hospital is equally committed to both. So when the hospital went digital with the Hologic Selenia system, it also went digital with its bone densitometer, replacing its outdated scanner with a Hologic Discovery[™] SL bone densitometer.

The new Discovery system allows patient data entry from the previous machine, so that reports for referring physicians include comparisons from earlier exams.



The hospital saw an increase in bone density screening volume after installing the Discovery bone densitometer.

Soothing Music, Fresh Flowers and Artwork Reflect the Future of Women's Healthcare

Community Hospital of Monterey Peninsula, Monterey, California

The Breast Care Center at Community Hospital of Monterey Peninsula emphasizes providing high quality imaging in a spa-like setting. For the latest in imaging technologies, the Center relies on Hologic Selenia® digital mammography. For patient comfort, it offers the Hologic MammoPad® breast cushion. In fact, the MammoPad cushion is such an integral part of the Center – for increased comfort and improved clinical outcomes – it has been the standard of care for the past eight years.

Better Comfort, Better Imaging Since 2002

When the Breast Care Center moved offsite from the hospital in 2002, its main goal was to create a relaxing environment for women. Designed by Radiologist and Medical Director, Susan Roux, M.D., the waiting room features soothing music, fresh flowers, comforting teas and lovely artwork. Purple cloth robes replace paper gowns.

"We wanted to create a place where women could feel comfortable," says Breast Care Center Coordinator Jan Dunn. "Of course, it's not exactly a spa, but patients say they feel like they're in one."

Patients also love the comfort of the MammoPad cushion. "MammoPad is an exceptionally high-tech invention," notes Dr. Roux. "It doesn't degrade the image in any way and greatly increases patient comfort."

Dunn was initially skeptical that a small piece of foam could make a difference. But when she personally experienced the MammoPad cushion as a patient, she felt just how it cushions the cold, hard imaging detector to create a warmer, softer experience. As a technologist, she discovered that it makes performing mammograms much easier.

"The cushion holds the breast in place, which helps us position the breast and get more tissue in the image. And MammoPad helps patients relax so that they can tolerate more compression," Dunn explains. "It seems like a disservice to patients to do a mammogram without one."

The Center is just as committed to offering superior technology as it is to patient comfort. In 2009, it completed the transition to digital mammography with the installation of three Hologic Selenia systems. At the time, the Center was only the second facility in the area to offer the technology. Says Dunn: "We want to provide the most clinically advanced screening and diagnostic exams. Digital mammography provides better resolution, especially for dense tissue – calcifications seem to jump out of the digital images."

Digital also streamlines workflow. Unlike films that need to be developed, digital images appear instantly. So technologists can perform repeats immediately if necessary, which has led to fewer recalls. Now screening mammography appointments are scheduled every 15 minutes, down from 20 minutes.



The MammoPad breast cushion is an integral part of mammography at the Breast Care Center.

Community Instrumental in Bringing Digital Technology to the Center

The community helped bring digital mammography to the Breast Care Center. A group of women, including many breast cancer survivors, approached the hospital about acquiring digital. At the time, many women were traveling over an hour to get a digital exam.

Led by Community Hospital's Senior Development Officer Carol Hatton, the women formed the Fundraising Initiative and in 2008, raised \$2.5 million to purchase digital mammography equipment for the Center. "These women wanted the best technology closer to home, and they made it happen," says Dunn.

After evaluating several systems, the Center chose Hologic Selenia digital mammography; no other system came close to its imaging quality. The Center also uses the Hologic MultiCare® Platinum table for stereotactic biopsies. "Hologic's excellent reputation and concentrated interest in breast imaging set them apart," emphasizes Dr. Roux, who has used Hologic technology for more than 20 years. "It's a very specialized company that provides superior customer service and technical support."

Improved Imaging, Greater Comfort, Soothing Atmosphere Yield Growth for Full-service Breast Center

Herman & Walter Samuelson Breast Care Center at Northwest Hospital
Randallstown, Maryland

When the Herman & Walter Samuelson Breast Care Center at Northwest Hospital moved to a new location, it saw an opportunity to provide compassionate, full-service care in a tranquil environment. Key to this was the use of Hologic technology, including the Selenia® digital mammography system and MammoPad® breast cushion. The Center found it could provide more comfortable, accurate exams, while improving its workflow and increasing patient volume by almost 60 percent.

Multi-disciplinary, Compassionate Care

According to Sue Katz, R.T., Mammography Supervisor, the Center's goal was to offer a one-stop shop for women's breast health needs. To ensure that patients could go from screening through treatment in one facility, it employs a breast surgeon, medical and surgical oncologists, a genetic counselor, a nurse navigator and nurse practitioner, along with additional specialists.

"Patients don't need to go to multiple doctors' offices," says Katz. "Plus we can all meet together to discuss the patient's treatment, while involving her throughout the process."

When moving to the new facility, the staff also saw an opportunity to make mammography more comfortable and convenient. In addition to extending its hours, the Center created a "spa-like" environment featuring comfortable furniture, soft lighting and lovely décor.

"We looked at many different vendors, but the people at Hologic were much more informed, and they really let the products sell themselves."

Better Imaging, Better Results

In 2007, the Center replaced its analog machines with Hologic Selenia digital mammography systems because of digital's increased quality. "Before transitioning from analog, we would get digital images from other facilities," says Katz. "We would try to do needle localizations on our equipment, but couldn't see the calcifications. That prompted us to get our first digital machine. Then there was no turning back."

Despite going from three analog machines to two Selenia systems, the Center improved its workflow by being able to reduce screening exams from 20 to 15 minutes, and diagnostic exams from 30 to 15 minutes. Consequently, the Center increased its patient throughput and saw its average monthly volume grow by nearly 60 percent.

"Our transition was very smooth. Patients love the digital equipment because they're in and out faster, and technologists love it, too, because images appear immediately and they no longer have to process films," says Katz.

The Center also relies on Hologic technology to provide efficient, yet comfortable care beyond mammography. The Hologic MultiCare® Platinum prone stereotactic breast biopsy system improved the quality of its interventional procedures. And the Hologic Discovery™ C bone densitometer enabled the Center to expand its services to include osteoporosis detection.

"We looked at many different vendors, but the people at Hologic were much more informed, and they really let the products sell themselves," concludes Katz. "And their support service is phenomenal; Hologic is always right there when you need them."



With its calming environment, compassionate staff, and combination of state-of-the-art technology, Northwest Hospital's breast care center fills a unique niche in the greater Baltimore area.

Enhancing the Patient Experience, With Seamless Care From Screening Through Treatment

The Retreat Women's Health Center, Goshen, Indiana

Designed by women for women, The Retreat Women's Health Center offers a convenient one-stop shop that addresses almost every aspect of women's health. While technology plays a significant role, superior customer service remains its guiding principle.

"We emphasize customer service because nobody is eagerly lining up to get their mammograms," says Director Laurie Busby. "By being as convenient and customer-friendly as possible, more patients will want to return."

Its commitment to customer service has not gone unnoticed. In 2010, the center was named a Summit Award Winner for the fifth year in a row by Press Ganey Associates. This annual award is given to healthcare facilities that sustain the highest level of customer satisfaction for three or more consecutive years.

Better Service Through Technology

If superior customer service is its primary goal, state-of-the-art technology helps the center reach that goal. The Retreat uses an array of Hologic equipment to help provide seamless care across the entire spectrum of breast health, from screening through treatment.

In 2003, The Retreat became Northern Indiana's first facility to offer digital mammography, a significant achievement for a 100-bed rural hospital. "We use the most advanced equipment. Early on, there was no doubt that digital mammography was the best," says Busby.

While The Retreat experienced many benefits since going digital, it noticed even greater improvements after switching to Hologic Selenia® digital mammography in 2008. The combination of sophisticated imaging technology and user-friendly equipment significantly improved the experience for patients, technologists and radiologists.

The Retreat believes that Selenia's superior image quality allows its radiologists to visualize even more tissue than other digital systems, potentially helping them identify cancers that might have otherwise gone undetected. Its technologists appreciate the equipment's larger imaging detector, which enables them to accommodate more types of patients without having to tile images. And the nearly instantaneous image acquisition streamlines the process, reducing exam time to just 15 minutes and enhancing patient satisfaction.

"Everything Hologic promised about its technology has come true. The image quality and speed of the Selenia are remarkable, and the technology is superior to our previous digital mammography equipment," says Busby.

The Retreat also uses the Hologic ATEC® breast biopsy system for stereotactic and ultrasound-guided procedures, as well as its Celerio® device for handheld ultrasound-guided biopsies. Through Goshen Center for Cancer Care, patients also have access to one of the most advanced treatments for early-stage breast cancer: the Hologic MammoSite® five-day targeted radiation system.

Increasing Compliance Through Comfort

The Hologic MammoPad® breast cushion is available, which is especially beneficial for patients with a fear of discomfort during mammography. "MammoPad is terrific," says Busby. "It enhances comfort and makes women less nervous, which makes them more likely to comply with screening recommendations and even tell a friend who doesn't get regular mammograms that there's nothing to be afraid of."

Collaborative Patient Care

The driving force of The Retreat is Breast Surgeon Oncologist and Medical Director Laura L. Morris, M.D., M.B.A., F.A.C.S., the region's only fellowship-trained breast disease specialist.

With her office located onsite, Dr. Morris works closely with the technologists and radiologists. And using Hologic technology, she can care for patients quickly and efficiently. In fact, a woman could be in surgery within a week of finding a lump in her breast.

"Going with Hologic was truly an easy decision. Its customer service is outstanding, and its technology is superior," Busby says. "By incorporating many types of Hologic equipment, we have created a coordinated system that provides seamless patient care from screening through treatment."

"We use the most advanced equipment. Early on, there was no doubt that digital mammography was the best."



While working closely with radiologists and technologists, Dr. Morris (second from left) serves as a physician champion while coordinating patient care, overseeing clinical and education programs and integrating these programs and services into clinical care.

Digital Mammography Helps Double Throughput; Nearly Eliminates Wait Time

University Community Hospital, Tampa, Florida



The spa-like setting of the new Breast Care Center at University Community Hospital.

When University Community Hospital in Tampa, Florida, first recognized the need for a unified approach to breast care, the hospital took action. In 2008, it opened its Breast Care Center to offer a full range of clinical and support services from screening through treatment.

From the beginning, one of the hospital's goals was to significantly reduce wait time for appointments and test results. With the help of Hologic digital mammography systems, workstations with CAD and systems for stereotactic biopsies, the Center doubled its mammography capacity. As a result, it nearly eliminated wait time for appointments and can now offer same-day results for diagnostic mammography and ultrasound.

Superior Technology — a Key Priority

According to Theresa Winsey, Clinical Navigator at the Breast Care Center, offering advanced technology is the Center's priority. So when it opened, there was no doubt that it would feature state-of-the-art digital mammography; the only question remaining was which system offered the highest quality?

The answer came easily. As the Center researched its many options, the Hologic Selenia® digital mammography system rose above the rest – not only because of its superior image quality and user-friendly technologies, but also because of Hologic's commitment to women's imaging. "We felt more comfortable with a vendor that specifically focuses on women's imaging," Winsey says. "We're only as good as the images we produce, so we knew we needed top-of-the-line equipment like Selenia."

As the Center researched its many options, the Hologic Selenia digital mammography system rose above the rest – not only because of its superior image quality and user-friendly technologies, but also because of Hologic's commitment to women's imaging.

With digital's improved workflow, the Breast Care Center quickly met its goal to provide quicker exams. With screen-film technology, the Center had allotted 30 minutes for screening exams and an hour for diagnostic exams. With digital, it now offers screenings every 15 minutes and diagnostic exams every 20 minutes. The Center also saw a decline in recall rates.

The increased capacity contributed significantly to its ability to offer little to no wait time for appointments. Patients calling to schedule an appointment are seen in less than two days, and patients with palpable abnormalities are seen immediately.

In addition, patients can often receive same-day stereotactic biopsies, thanks to the Center's Hologic MultiCare® Platinum biopsy table. The system provides an easy transition from screening or diagnostic mammography to stereotactic biopsy.

"The MultiCare Platinum is an amazing system; if you want to do same-day biopsies, the equipment is right there," says Winsey. "It streamlines overall workflow, allowing us to move seamlessly from screening to interventional procedures."

Comprehensive Care in a Calming Environment

University Community Hospital makes it clear that cutting edge technology isn't its only priority; its environment is just as critical. The Breast Care Center offers a spa-like setting, a patient navigator to guide women through the process and the Hologic MammoPad® breast cushion.

With patients' overwhelming enthusiasm for MammoPad, the Center quickly realized that the cushion makes a real difference in patient comfort. Technologists also found that the MammoPad holds the breast in place, so they can achieve better positioning.

The new Center also paid close attention to the setting, choosing soothing lighting, color and sounds to create a low-stress, positive atmosphere. Women receive pink robes instead of paper gowns, and a refreshment bar is constantly stocked. And while many facilities offer patient navigation services, few offer patients the personal cell phone number of a key staff member, as Winsey does to every woman.

Small Community Hospital Uses Advanced Imaging Technologies to Improve Efficiency and Quality of Care

Columbia Regional Breast Center at PeaceHealth
St. John Medical Center, Longview, Washington

Columbia Regional Breast Center (CRBC) has one of the highest patient satisfaction scores at PeaceHealth St. John Medical Center. Manager Ruth Melvin credits this to its efficiency and professionalism – and to a forward-thinking administration committed to early detection.

Leading the Way With Digital Mammography

At a time when few breast centers utilized digital mammography, CRBC made the bold choice to replace its aging analog systems with state-of-the-art digital equipment. In 2006, it became the region's first facility to offer digital, putting the small community hospital on par with larger facilities in nearby Seattle and Portland. "It was a huge commitment to invest in digital," notes Melvin. "But our leaders saw the future and decided that was the way to go."

The Center replaced its three analog units with two Hologic Selenia® digital mammography systems, and according to Melvin, "Everything changed for the better."

Despite fewer machines, the equipment's efficiency enabled CRBC to keep the same number of technologists, while increasing its daily volume by nearly 20 percent. In addition, its newly designed workflow cut screening exam time nearly in half.

"Digital is such a timesaver. The exposure is always correct, so unlike film, you rarely have to repeat views," explains Melvin. "We can also view images immediately and know right away if they can be sent to the radiologist – all without having to develop film."

CRBC's enhanced workflow allows it to see more women – and at the same time, improve the patient experience. "Patients tell us how much they appreciate being able to get in and out quickly and being able to view their images," says Melvin. And she adds, "Digital is also much easier on the technologists. They're not carrying cassettes back and forth to the dark room."

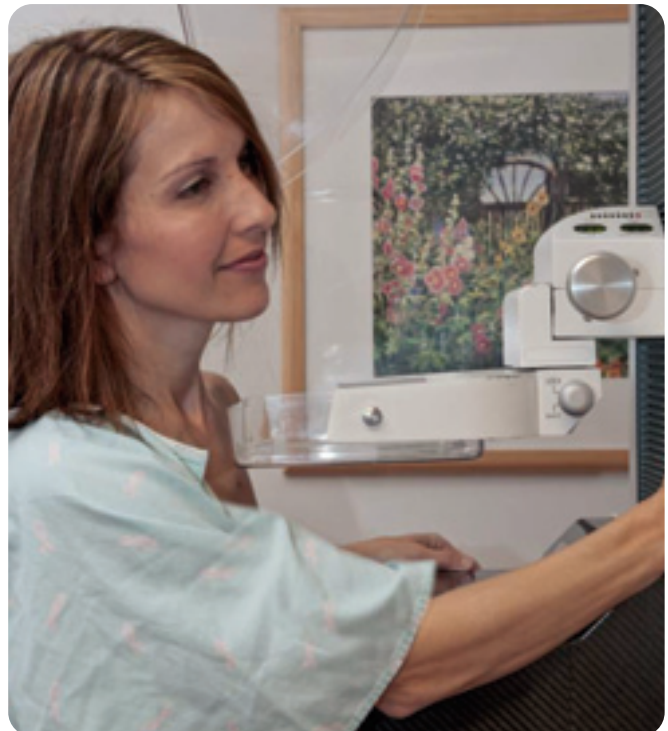
However, the main advantage, says Melvin, is the sharper image quality. "The greatest advantage we offer patients is better images that improve the radiologist's ability to detect cancer at the earliest, most treatable stage," she emphasizes.

Due to the investment required, the Center took its time and diligently researched vendors before making its decision. The Hologic Selenia system emerged as the leader for several reasons. First and foremost, it was the only equipment at the time with a large detector. With many large-breasted patients, CRBC needed a detector that could accommodate all women without having to tile images. In comparing image quality, Melvin says that Hologic's HTC™ grid made the image much sharper. In addition, the radiologists like the easy-to-use Hologic SecurView® diagnostic workstation.

Hologic offered two other key advantages: Its reputation for customer service and its focus on women's health. "Hologic's products are designed with women in mind. That was very important to us," says Melvin. In addition, she credits Hologic for the smooth installation process. "Hologic's service and response time is phenomenal. Their sales and support staff is so professional; they're always here for us and always get the answers we need. Choosing Hologic was the best decision we ever made," says Melvin.

CRBC has never let its commitment to technology impact what truly matters: its patients. While it offers the technology of large state-of-the-art breast centers, CRBC is proud to maintain the warm, personal experience of a small community hospital. For the past 14 years, it has sponsored a breast cancer support group. And says Melvin, "We follow newly diagnosed patients along their journey so that no one slips through the cracks. We try to encompass everything that a breast center should be and take our commitment to the community very seriously."

"Hologic's products are designed with women in mind. That was very important to us."



Although CRBC is committed to investing in cutting-edge technology, the Center never let its focus waver from what matters most: the patient experience.

A Model for Women's Breast Health Centers Everywhere

Carol Milgard Breast Center, Tacoma, Washington

Before the Carol Milgard Center opened, numerous breast clinics in Tacoma offered a range of breast imaging services. But when a woman needed additional tests, she would have to make multiple appointments at different clinics – some offering analog mammography, others digital. Some patients received their diagnosis quickly; for others, the agonizing wait between screening and diagnosis took months.

A Dream Becomes a Reality

In 2005, Khai Tran, M.D., the Center's Medical Director, proposed pooling the resources of the area's three largest breast imaging providers: Franciscan Health System, MultiCare Health System and TRA Medical Imaging. His vision was to consolidate services by creating a central hub utilizing digital imaging services, along with three satellite clinics to provide accessible, consistent care to all women. After four years of planning and a \$5 million grant from the Gary E. Milgard Family Foundation, the new center opened its doors in 2009.

"We created a new breast imaging program based on the spoke-and-hub model with the Milgard Center as the hub," explains Dr. Tran. "Now, instead of eight sites competing with each other, we are collaborating and reducing duplication of services," he says. "This saves money and gives all women access to superior digital mammography." And in fact, says Dr. Tran, "Digital technology is the key to elevating patient care because image quality impacts quality of care more than anything. And compared to analog, digital is like putting on your glasses and seeing for the first time."

Hologic Technology Raises the Level of Care

The Carol Milgard Breast Center offers a full range of services, from digital mammography, ultrasound and dedicated breast MRI, to a variety of biopsy techniques. For the majority of its equipment, the Center chose Hologic "because of its superior image quality and the workflow efficiencies we would gain," says Marcy Parsons, the Center's Program Director.

To date, the Milgard Center has six Hologic Selenia® digital mammography systems, with five Selenia systems in its satellite clinics for screening mammograms. It also uses Hologic TechMate™ workstations, which enable technologists to view images without leaving the exam room. If something suspicious presents during the exam, the technician can ask the radiologist to look at the image immediately. "This has decreased callbacks," notes Parsons. In addition, the Center has two Hologic ATEC® systems for stereotactic and MRI-guided biopsies.

"Compared to analog, digital is like putting on your glasses and seeing for the first time."



The Carol Milgard Breast Center was designed to put women at ease from the moment they come through the doors. The Center's systems and flow were designed so patients don't have to wait, and with digital technology, patients receive immediate results.

Sharing and Transmitting Images Effortlessly

Digital technology enables the staff to easily share images with patients. "We can magnify digital images on a 30-inch monitor. Patients love this," says Dr. Tran. Plus, the images can be sent from one place to another and be stored reliably without loss in quality.

"Now, you can have your mammogram done 40 miles or 400 miles away and have the images sent electronically here for interpretation," says Dr. Tran.

The images are used during the Center's weekly conferences in which surgeons, oncologists and radiologists review cases. "With digital technology and high definition video, we can display images in a way that helps enhance decision-making," he adds.

A Model for the Future

As Dr. Tran notes, the community is thankful to have such an innovative spoke-and-hub system right in its own backyard. "Patients can get their screenings, go on callbacks and get diagnostic procedures done in the same location – and often on the same day. This really shortens the time it takes for a diagnosis.

"As we move into an era of limited healthcare resources, we will need to collaborate more," concludes Dr. Tran. "We hope that our success will serve as a model for others in the country. This kind of collaboration is the future."

High-tech, “Soft Touch” Increases Patient Satisfaction and Facilitates Growth

Palms Imaging Center, Oxnard, California

Since Palms Imaging Center was founded in 2006, Radiologist Behzad Noorbehesht, M.D., insisted on utilizing state-of-the-art technology for every modality, including MRI, CT, PET, ultrasound and x-ray. By 2008, it was clear that the community needed an additional service: mammography. With no other digital mammography services in Oxnard, patients often waited weeks for appointments.

When referring physicians vocalized their need for additional mammography services, Dr. Noorbehesht stepped in. He created the exclusive Soft Touch Mammo™ program, which includes Hologic Selenia® digital mammography and MammoPad® breast cushion. He chose Hologic because of its outstanding reputation for quality and its dedication to women's health.

Faster Image Acquisition, More Comprehensive Care

As Dr. Noorbehesht quickly discovered, the versatility of digital imaging allows the radiologists to easily manipulate and maneuver through images. This results in faster image acquisition, which significantly reduces patients' wait time for results.

“We use MammoPad with every exam because every patient deserves the best quality.”

Moreover, with digital's streamlined workflow, Palms Imaging can often accommodate same-day appointments, while providing more comprehensive care.

Because the Center offers all breast services, including ultrasound and biopsies, patients can often undergo additional procedures in the same day.

“Patients benefit because we're already familiar with their cases, and the referring physician has just one place to go for results,” notes Dr. Noorbehesht. And adds Jenny Strong, Operations Manager at Palms Imaging, “Women not only appreciate how digital mammography expedites the process, but they value being screened with the latest technology.”

The Difference Patients Can Feel

The Soft Touch Mammo program combines elements to enhance patient comfort, including the MammoPad breast cushion, which provides a warmer exam. “Patients have never seen anything like this. They tell us it really makes a difference by reducing compression and making it warmer,” Dr. Noorbehesht notes.

The MammoPad cushion improves exam quality by holding the breast in place, which leads to better positioning and better imaging. “We use MammoPad with every exam because every patient deserves the best quality,” says Strong.

Palms Imaging is also dedicated to providing personal attention from start to finish. The staff coordinates all details prior to the



The staff at Palms Imaging Center coordinates patient appointment details to ensure a stress-free experience.

appointment to ensure a stress-free experience for women. The comforting attitude is reinforced when women arrive at the Center, which offers a spa-like environment.

No wonder the Center calls its Soft Touch Mammo program, “The difference you can feel.” Says Strong: “Patients love how warm our facility is and greatly appreciate the care our staff provides.”

Spreading the Word About Quality and Comfort

Palms Imaging Center received designation as a Pink Ribbon Facility™ and Softer Mammogram Provider™ for its use of the Selenia system and MammoPad breast cushion. With these designations, it was able to take advantage of Hologic's Pink Ribbon and MammoPad Select marketing programs to build awareness about the importance of breast health and availability of the Soft Touch program.

Using the materials included in the program kits, the Center reached out to the American Cancer Society, local cancer centers, senior living facilities and others. “Both programs helped jump start our marketing efforts, and we still use the kits,” Strong says. “Everything Hologic has done to help us promote our mammography services has been amazing.”

Less than a year after launching its Soft Touch program, Palms Imaging is pleased with its increase in mammography volumes. “It's clear that women are very interested in our mammography services, particularly because they include Selenia and MammoPad,” says Strong.

Palms Imaging has demonstrated how cutting-edge technology and quality patient care – combined with a well-executed marketing campaign – contribute to patient satisfaction and financial success. “Anybody can buy the latest equipment, but it's the care you put into your services that's makes the difference,” says Strong.

Women's Life Center Pairs Digital Mammography with a Full-service Spa

CHRISTUS St. Frances Cabrini Hospital, Alexandria, Louisiana

When CHRISTUS St. Frances Cabrini Hospital in Louisiana began planning its new Women's Life Center, it took a rather unusual approach, but one completely in keeping with the hospital's rich heritage. For more than 130 years, CHRISTUS St. Frances Cabrini Hospital has provided high quality healthcare to the residents of central Louisiana by combining state-of-the-art technology with a compassionate environment. So as the hospital prepared to implement the most advanced digital technology for breast cancer screening and diagnosis, it also partnered with CHRISTUS Healthy Living Spa/Murad Inclusive Health Center® to create an on-site spa.

"Our CEO wanted to create a women's center that treated the whole woman," explains Diane Kitts, Supervisor of Mammography at the Women's Life Center. "In addition to offering our patients the best available technology for breast health, we also have a full service spa to promote overall wellness and healthy living. Ultimately, we want women to view a mammogram as something you do for yourself, similar to scheduling a facial or massage."

"Ultimately, we want women to view a mammogram as something you do for yourself, similar to scheduling a facial or massage."

Located in Alexandria, Louisiana, St. Frances Cabrini's staff of 300 physicians and 1,750 associates provides comprehensive inpatient and outpatient services to the

400,000 residents of central Louisiana. The hospital's programs and services are dedicated to providing personal care that improves the health of individuals and the community. The new Women's Life Center is located on the first floor. When patients walk through the door, they step directly into the spa and are embraced by its soothing atmosphere and luxurious surroundings.

The Healthy Living Spa offers manicures, facials, pedicures, massage therapies and lifestyle consultations, all designed to enhance women's outward appearance and overall feelings of well-being. "Women come to the Life Center to do something good for their body and their health," states Kitts. "We provide a full range of breast health services, and the spa treats their physical and emotional well-being. When you feel good and look good, it's easier to take care of yourself."

The Women's Health Center offers the latest in digital technology, marking a major transition from the hospital's older analog equipment. Before choosing a vendor, the center evaluated numerous digital solutions, including seeking references and

making site visits to see the equipment in action. "We considered the quality of the images, the impact of the equipment on the staff, what they thought of the equipment over time, as well as the patient's experience," explains Kitts.

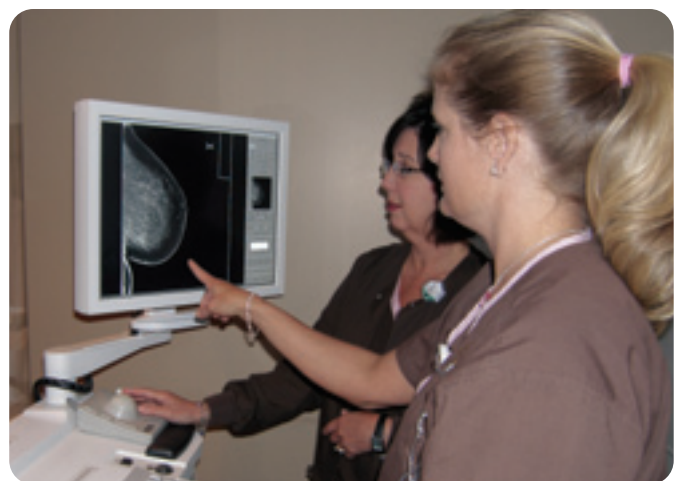
In the end, the hospital chose Hologic, installing three Hologic Selenia® digital mammography systems, SecurView® diagnostic workstations with ImageChecker® computer-aided detection, a MultiCare® Platinum prone stereotactic breast biopsy guidance system and an ATEC® breast biopsy and excision system.

"We were so fortunate to get all new state-of-the-art equipment," states Kitts. "I love the quality of Hologic's images, and the equipment is extremely user friendly. Our radiologists can see so much more with the Selenia. In fact, we

just found an intraductal cancer that was only 2 millimeters. Our patient will have great results because we were able to diagnose her early. We simply wouldn't have found the cancer at this stage before." According to Kitts, the quality of Hologic digital images is far superior to not only analog images, but also to the digital images new patients bring from other facilities.

One of the many benefits of the Selenia system is its large detector, which makes it easier and faster to image women with large breasts. "Now, it is just as easy to image patients with large or small breasts, and implants are easy, too," says Kitts. "Plus, Hologic has a comfort paddle for everything. I thought we would use only one paddle, but each paddle serves its purpose and makes positioning easier. Our patients don't feel as much compression."

"With the Selenia, we know immediately if the image is good."



The staff appreciates the quality of the Selenia system's images, as well as its ease of use.



The mammography team at CHRISTUS St. Frances Cabrini Hospital supports programs and services that are dedicated to providing personal care to improve the health of individuals in the community.

The Women's Life Center performs 12,000 mammograms annually. The Center has four exam rooms; one dedicated to screening mammography, two for diagnostic, and one room is set aside for stereotactic biopsies. "We can complete an exam in half the time now," states Kitts. "With the Selenia, we know immediately if the image is good. Patients spend a minimal amount of time in the exam room, and we don't have to bring them back and forth."

Five staff radiologists read mammograms, utilizing the ImageChecker® CAD system to provide a second read for every image, increasing the detection of subtle microcalcifications. As the radiologists identify smaller lesions sooner, the Center is seeing an increase in the number of stereotactic biopsies they perform. "That business is definitely growing," reports Kitts. "We performed two stereotactic biopsies every month at our old facility using analog images, and now we average 12 biopsies a month."

Biopsies are also much faster with Hologic's Multicare® Platinum prone stereotactic biopsy table and ATEC® biopsy device. Physicians are acquiring more tissue, more quickly with greater precision and control—and less patient discomfort. "We finished the biopsy on one patient, and she was surprised at how fast the procedure had gone. She actually was delighted she wouldn't miss her hair appointment," recounts Kitts. "That's true for 75 percent of our patients; we can complete the biopsy in 30 minutes. Patients don't have to lie on the table forever, and they don't need anesthesia.

"We're trying to help in any way we can with the women's total health," concludes Kitts. "We offer breast education, a support group for breast cancer patients, and we have a nurse navigator who visits patients after surgery. We're still evolving. We've taken the first step, and we will keep moving forward."

Empowering women to take ownership of their health

promise to me.com



The Promise to Me project was founded on the belief that by empowering women to make their health a priority, we can start to reduce the number of women who are impacted by treatable diseases.

Through promiseto.com, we are asking women around the world to make the promise to take care of their health and to pass this message on to all of the women in their lives. For each woman that does, Hologic, a company dedicated to women's health, will donate \$1 towards preventative healthcare for underserved women.

Make the promise. Pass it on.

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