

## MammoPad<sup>®</sup> Breast Cushion Softer Mammogram<sup>™</sup> Provider Program

## Promoting a more comfortable mammogram

Your center provides every patient a MammoPad breast cushion to improve patient comfort and to optimize imaging for better detection. Spread the word about your commitment through our Softer Mammogram provider program:

- Promote your Softer Mammogram program on your website
- Engage your referring physicians
- Educate your community through newsletters, flyers and PR efforts
- Display posters highlighting the pad
- Advertise your approach
- Communicate through social media

## **Providers receive**

- Printed marketing material
- On-line access to our Marketplace with customizable templates and collateral
- Use of the Softer Mammogram provider logo and Certificate of Excellence
- Listing on a MammoPad breast cushion exam facility finder tool



Let your community know how using MammoPad cushions result in better patient care by taking the chill off the platform, reducing the pressure felt with compression and helping patients relax, allowing for better tissue acquisition and a more effective exam.

Facilities that have added MammoPad breast cushions and implemented marketing initiatives have seen improved patient satisfaction and loyalty.





PB-00026 Rev.003 (06/16) © 2016 Hologic, Inc. All rights reserved. Hologic, MammoPad, Softer Mammogram and The Science of Sure and associated logos are trademarks and/or registered trademarks of Hologic, Inc. and/or its subsidiaries in the United States and/or other countries. This information is intended for medical professionals in the U.S. and other markets and is not intended as a product solicitation or promotion where such activities are prohibited. Because Hologic materials are distributed through websites, eBroadcasts and tradeshows, it is not always possible to control where such materials appear. For specific information on what products are available for sale in a particular country, please contact your local Hologic representative or write to womenshealth@hologic.com.