

THE INSIDER



YOUR HOLOGIC BREAST AND SKELETAL HEALTH UPDATE



EXECUTIVE CORNER

Dr. Susan Harvey
Vice President, Medical Affairs

We are in this together

As COVID-19 continues to present the country and the world with extraordinary challenges, we are lending a hand in the best way we know how; by delivering accurate and cutting-edge health technology. Not only is Hologic your trusted resource for breast and skeletal health, we are also a global leader in molecular diagnostics. Answering the call of the COVID -19 pandemic, Hologic worked quickly to create a highly accurate, fully automated test that detects genetic material from SARS-CoV-2, the new coronavirus strain, in under three hours.

The U.S. Food and Drug Administration (FDA) granted Emergency Use Authorization (EUA) for Hologic's Panther Fusion® SARS-CoV-2 test, which identifies the virus causing COVID-19. Hologic will work tirelessly to provide as many tests as possible to those who need them the most.

Our commitment to the Science of Sure and fostering health and wellness around the globe is at the core of everything we do.

Hologic is here to support our customers during this unprecedented time of uncertainty.

We are all in this together. Thank you for everything you're doing for your patients and your communities.

Sincerely,

Susan C. Harvey MD

Dr. Susan Harvey

In this Issue

Medical Education with Hologic in 2020



Join us! Genius Sessions Debuts This Month

Hologic @RSNA



Our Highest Resolution 3D™ Imaging, Faster

When the Provider Becomes the Patient



Breast Health In the News

Medical Education with Hologic

During these challenging times, Hologic supports you with FREE online Medical Education. As an industry leader in technology, products and education, Hologic is your trusted partner across the continuum of care. Available now. Available always.

3DQuorum™ Imaging Technology: Improving Radiologist Performance Through Artificial Intelligence and SmartSlices.

This whitepaper documents how Hologic's product, 3DQuorum 6-mm slices known as SmartSlices can significantly reduce the number of slices and file sizes in a tomosynthesis dataset, while maintaining clinical performance compared to 1-mm datasets.

[VISIT NOW](#)

Contrast-Enhanced Mammography Interpretation: Over-the-Shoulder Interactive Case Review

Presented by Nila Alsheik, MD, this webinar awards 1 AMA PRA Category 1 Credits™ for physicians, 1.0 ANCC Contact Hour for nurses and 1 Category A CE Credits for technologists. Dr. Alsheik will discuss the use of CEM for trouble-shooting, problem solving, and the role of CEM as a tool in a robust 3D screening program.

[VISIT NOW](#)

Click below to discover the wide variety of tools and ongoing trainings available exclusively to Hologic customers.

[LEARN MORE](#)

Join us! Genius Sessions Debuts This Month

On March 31st, the Hologic Genius Sessions, a series of collaborative experiences designed to educate and inspire progress in breast health, kicks off with its inaugural webinar. Join us for a thoughtful discussion as we explore how AI is enabling operational efficiencies in breast health. Hosted by Hologic and featuring real-world insights from Dr. Stacy Smith-Foley, learn how our new 3DQuorum™ Imaging Technology Powered by Genius AI™ can reduce tomosynthesis image volume by more than 60%.¹⁻³



What: Advancing Innovation: How Artificial Intelligence is Reducing Tomosynthesis Image Volume with Dr. Susan Harvey, Ashwini Kshirsagar and Dr. Stacy Smith-Foley

When: March 31st at 6 p.m. EST LIVE

Where: [Register today!](#)

Can't make the live webinar or want to share with your colleagues? The webinar will be available for viewing after the broadcast [here](#).

REGISTER



1: Tech File: TFL-00059. 2: Physician Labeling: MAN-06153. 3: FDA PMA approval P080003/S008

Hologic @RSNA

In case you weren't able to make it to RSNA, check out these highlights from our booth at the 2019 show.

Expanding the Continuum of Care: New Breast Surgery Portfolio – While we have long been known for detection and diagnosis, Hologic is now also your leading resource for products supporting breast conserving surgery. Our innovative surgery portfolio consists of products you may be familiar with already, including:

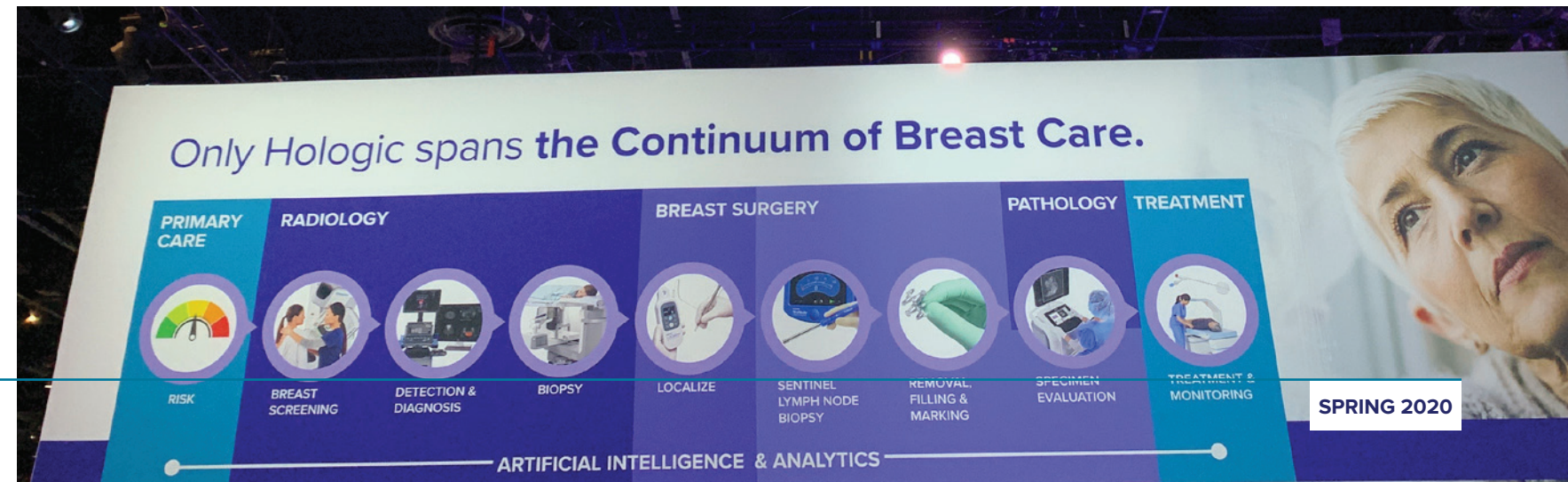
- ▶ [BioZorb® 3D Bioabsorbable Marker](#)
- ▶ [LOCalizer™ Wire-Free Guidance System](#)
- ▶ [Faxitron® Trident® HD Specimen Radiography System](#)
- ▶ [TruNode® Single Use Gamma Probe](#)

LEARN MORE

Star of the Show: Genius AI™ Offering – Visitors interacted with our new 3DQuorum™ technology that utilizes Genius AI™-powered analytics to reduce tomosynthesis image volume by 66%^{1,3,4} and expedite reading time by reducing the number of images to review (read more on [page 5](#)). Attendees also got a sneak peek at what is to come from our Genius AI™ family of products in our Futures Suite, which spotlighted deep learning solutions.

Tools to Manage Your Business Practice – Attendees experienced **Unifi™ Enterprise Platform** to view insightful information on system and organization performance, manage **EQUIP** compliance, and measure the productivity and efficiency measures of staff.

LEARN MORE



Our Highest Resolution 3D™ Imaging, *Faster:* 3DQuorum™ Imaging Technology, powered by Genius AI™

We recently launched 3DQuorum™ imaging technology, one of our first products powered by Genius AI™ technology, Hologic's artificial intelligence solution. 3DQuorum™ technology utilizes Genius AI™-powered analytics to uniquely generate 6mm SmartSlices from the original high-resolution 3D™ data. SmartSlices are designed to expedite reading time by reducing the number of images to review, with no compromise in image quality, sensitivity or accuracy.¹⁻³

With this new product, customers can expect:



Saves an average of one hour per eight hours of daily image interpretation time^{2,3,4}



Reduces tomosynthesis image volume by 66%^{1,3,4}

Look out for more product innovations powered by Genius AI™ technology over the course of the year and contact your local representative for a demo today!

[LEARN MORE](#)



1. Tech File: TFL-00059 2. Report: CSR-00116 3. FDA approval number.P080003/S008
4. Physician Labeling: MAN-06153

When the Provider Becomes the Patient

Elizabeth Obringer, clinical manager at the Wilson Health Family Birth Center, never thought breast cancer would happen to her; that changed in January 2017 when she was diagnosed with two areas of Ductal Cell Carcinoma. Fortunately, she caught it early with 3D™ Mammography.



"I fall into the percentage of women that have dense breast tissue, which can mask cancer on a 2D mammogram. I did catch it early, and it did not metastasize anywhere. It was in one location, no lymph node involvement. The radiologist stated that a year from now, I would be on a different path if I didn't find the cancer as soon as I did."

Today, Elizabeth is cancer free and credits 3D™ mammogram technology for saving her life.

At Wilson Health, Elizabeth shares her story to empower other women and give them the courage to get regular check-ups and mammograms. Wilson uses the Genius™ 3D Mammography™ exam, which detects 20 to 65 percent of more invasive breast cancers as compared to 2D mammograms.¹ Additionally, the Genius™ exam reduces recalls by up to 40 percent compared to 2D alone.^{2,3}

The Genius™ 3D Mammography™ exam at Wilson also features the more comfortable SmartCurve™ breast stabilization system, featuring a curved compression surface that mirrors the shape of a woman's breast to reduce pinching and allow uniform compression over the entire breast.⁴

Learn more about Elizabeth and her story, read the full article below.

[READ THE FULL ARTICLE](#)

1) 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 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

2. 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

3. 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.

4. Smith, A. Improving Patient Comfort in Mammography. Hologic WP-00119 Rev 003 (2017).



Have a compelling story to share? We'd love to hear it.

Email becca.small@hologic.com to tell us how the Genius™ 3D Mammography™ exam has impacted you, your patients or your community.

Breast Health In the News

Sheryl Crow shares her story during Breast Cancer Awareness Month

Featured on both [Health.com](#) and [Popsugar](#), nine-time GRAMMY Award winner and breast cancer survivor Sheryl Crow shares how breast cancer impacted her life and the lessons she learned.

During Breast Cancer Awareness Month, Sheryl teamed up with leading OB/GYN Dr. Jessica Shepherd to encourage women to request a more comfortable mammogram with our SmartCurve™ breast stabilization system.

Today, Sheryl, who has been in remission for more than a decade, continues to champion that message and encourages women to be diligent and prioritize their yearly mammogram screenings, starting at age 40.

Visit Hologic's Platinum Marketplace to download and order materials featuring Sheryl Crow, including: [Brochures](#), [Posters](#), [Reminder Cards](#) and more! **Need a Marketplace login? [Click here.](#)**

POPSUGAR.

Sheryl Crow Says the Most Difficult Part of Breast Cancer Treatment Was Putting Herself First

Health

The One Thing Sheryl Crow Wishes She'd Known Before Her Breast Cancer Diagnosis

Check out the Media Tour highlights!



Thanks for reading *The Insider!*

Let us know what you would like to see
in the next issue of *The Insider*.

[CLICK HERE](#)

DONT' FORGET!

Register for the Genius Sessions webinar today!

[REGISTER NOW](#)



The Insider: Your Hologic Breast and Skeletal Health Update

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