



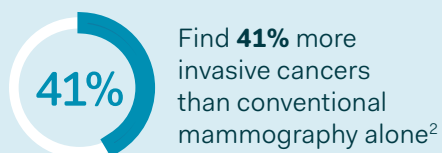
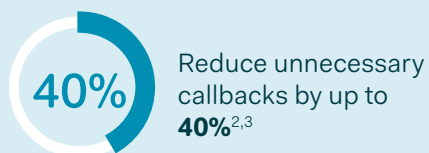
“I opted for a Genius™ 3D™ mammogram because early detection is what saved my life.”

– **SHERYL CROW**
Breast Cancer Survivor and
Nine-Time GRAMMY® Award Winner

The Genius™ 3D MAMMOGRAPHY™ Exam FREQUENTLY ASKED QUESTIONS

Why should I get a Genius™ 3D MAMMOGRAPHY™ exam?

The Genius™ 3D MAMMOGRAPHY™ exam is a more accurate procedure in the fight against breast cancer. Greater accuracy means better breast cancer detection and a reduced chance of additional screenings. The Genius exam is the only mammogram proven to:



What should I expect during my Genius™ 3D MAMMOGRAPHY™ exam?

The process of a Genius™ 3D MAMMOGRAPHY™ exam is the same as a conventional 2D exam, only the results are more accurate.² The technologist will position you, compress your breast, and take images from different angles. There's no additional compression required with the Genius exam, and it only takes a few extra seconds.

Who can have a Genius™ 3D MAMMOGRAPHY™ exam?

Genius exams are a more accurate exam for women of all ages, with both dense and non-dense breasts.⁷

What about radiation?

With the latest low dose software, a Genius™ 3D MAMMOGRAPHY™ exam delivers a low dose of radiation, well within FDA guidelines, that is comparable to a 2D mammogram.^{4,5,6}

How does the Genius™ 3D MAMMOGRAPHY™ exam work?

The Genius™ 3D MAMMOGRAPHY™ exam allows doctors to examine your breast tissue layer by layer. So, instead of viewing all of the complexities of your breast tissue in a flat image, as with conventional 2D mammography, fine details are more visible and no longer hidden by the tissue above or below.

A good analogy for the Genius exam is like thinking of the pages in a book. If you look down at the cover you cannot see all of the pages—but when you open it up, you can go through the entire book page by page to see everything between the covers.

The Genius™ 3D MAMMOGRAPHY™ Exam

Reasons to Get Screened



EARLIER DETECTION

Only mammogram proven to detect breast cancer 15 months earlier¹



GREATER PEACE OF MIND

Reduces unnecessary callbacks by up to 40%^{2,3}



MORE ACCURATE

Finds 41% more invasive cancers than conventional mammograms alone²

Key Facts



1 IN 8 WOMEN
will develop breast cancer in her lifetime⁸



8 OUT OF 9 WOMEN
diagnosed with breast cancer have no family history⁸



But, with early detection, the five-year survival rate is almost **100%**⁹

Over 10 million women have benefited from a Genius™ exam. Ask about getting the Genius™ 3D MAMMOGRAPHY™ exam today!

¹McDonald, E.S., Oustimov, A., Weinstein, S.P., Synnestvedt, M.B., Schnall, M., and Conant, E.F. Effectiveness of Digital Breast Tomosynthesis Compared with Digital Mammography. JAMA Oncol. 2016;2(6):1-7. Doi:10.1001/jamconcol.2015.5536. ²Friedewald SM, Rafferty EA, Rose SL, et al. Breast cancer screening using tomosynthesis in combination with digital mammography. JAMA. 2014;311(24):2499-2507. ³Rose SL, Tidwell AL, Bujnoch LJ, et al. Implementation of breast tomosynthesis in a routine screening practice: an observational study. AJR Am J Roentgenol. 2013;200(6):1401-1408. ⁴Skaane P, Bandos A, Eben E, et al. Two-view digital breast tomosynthesis screening with synthetically reconstructed projection images: comparison with digital breast tomosynthesis with full-field digital mammographic images. Radiology. 2014;271(3):655-663. ⁵Zuley ML, Guo B, Catullo VJ, et al. Comparison of two-dimensional synthesized mammograms versus original digital mammograms alone and in combination with tomosynthesis images. Radiology. 2014;271(3):664-671. ⁶FDA PMA submission P080003/S001 physician labeling. ⁷Rafferty EA, Niklason LT. FFDM vs FFDM with tomosynthesis for women with radiographically dense breasts: an enriched retrospective reader study. Paper presented at: Annual Radiological Society of North America Scientific Assembly and Annual Meeting; November 2011; Chicago, IL. ⁸US breast cancer statistics. Breastcancer.org. http://www.breastcancer.org/symptoms/understand_bc/statistics. Accessed March 27, 2015. ⁹<http://www.cancer.org/cancer/breastcancer/detailedguide/breast-cancer-survival-by-stage>