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CASE STUDIES

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VOLUME FIVE

A summary of published articles demonstrating the commitment, passion and partnership between Hologic and our customers

Working Together to Make a Difference in Women's Lives

Hillcrest Baptist Medical Center
Scott & White Healthcare, Waco, Texas

Hillcrest Baptist Medical Center, Scott & White Healthcare, has a long tradition of relying on Hologic for its women's imaging needs. From screen-film to digital mammography, from CAD to breast biopsy, Hologic equipment offers the superior image quality, efficient workflow and ease of use that motivated Hillcrest to make the company a vital part of its breast health program.

"Hologic has always been our rock," says Michelle Wilson, breast center manager at Hillcrest. "We have a lot of faith in them because they focus on women's health, and that makes a big difference."

The Power of Digital Mammography

In 2008, Hillcrest began replacing its analog units with three Hologic Selenia® digital mammography systems. In addition to its commitment to offer cutting-edge technology, Hillcrest made the move to digital mammography because current research indicated it was the most appropriate technology for the Medical Center's patients.

"The DMIST (Digital Mammographic Imaging Screening Trial) clearly defined that digital was superior for several categories of women. When we took a good look at our patient population, we discovered that nearly 65 percent of the women we currently screen fall into one of those categories," says Susan McJunkin, director of imaging services. "It wasn't just the latest technology; we also felt like it had the best clinical relevance for the women at our center."

The Medical Center quickly saw the benefits of digital mammography firsthand. For one patient, the superior image quality of the Hologic Selenia system enabled radiologists to localize an area of faint calcifications and detect cancer early enough for the patient to choose breast conservation therapy. Unlike with screen-film, the calcifications stood out against the dense area of the breast on the digital exam.

"That was one of those times when digital mammography really made a difference, and potentially saved a patient's life," says Wilson. "It's amazing what you can see on digital that you can't see on film."

Efficient Workflow, Increased Volume

Following the implementation of digital technology, Hillcrest saw its monthly mammography screening increase by as much as 23 percent over the prior year. With just 10 minutes required per exam, the Selenia system improved workflow, enabling Hillcrest to accommodate a larger number of patients and procedures without requiring additional hours or staff.

In addition to the Selenia system, Hillcrest relies on Hologic's SecurView® and TechMate™ workstations, as well as its R2™ CAD system, to provide high quality mammography services. Radiologists and technologists alike appreciate the Hologic workstations for a wide range of reasons, from the equipment's user-friendly features to its high resolution that produces exceptional image quality.

Looking Ahead

Following the successful digital installation, Hillcrest Baptist Medical Center is preparing for a major expansion that includes a new all-Hologic imaging center. Its breast center will feature three Selenia digital mammography systems and workstations, a MultiCare® Platinum stereotactic breast biopsy table and a brand new Discovery™ bone density scanner.



Michelle Wilson, breast center manager, says, "Using all Hologic equipment has enhanced continuity and made the entire mammography process much smoother. Everything is made to work together and work together well."

IN THIS VOLUME

The 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 treatment, diagnosis, and less invasive treatment to women.

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High Tech Mammography with a Soft Touch

Lourdes Hospital, Binghamton, New York



Lourdes Hospital technologists love MammoPad because it improves their relationship with patients.

As the first in upstate New York to introduce both digital mammography and the MammoPad® breast cushion, Lourdes Hospital in Binghamton is a pioneer in women's health. Most recently, Lourdes led the way for digital mobile mammography with the installation of a Hologic Selenia® system in its "Mission in Motion" van.

The Mission in Motion Van

For 11 years, Lourdes has provided access to quality, state-of-the-art care to women in upstate New York through its mobile health program. This includes underserved women who may not have insurance or the resources to pay for a mammogram, or simply don't have easy access to health services. The van also helps working women whose busy schedules might prevent them from having regular screenings.

"There is a great service of convenience to women who work at a major employer in a corporate park," says Manager of Community Relations Kathy Cramer. "The van comes right to the worksite, and the employer can get involved to help promote good healthcare for the employees. The women really enjoy it."

Mission in Motion serves an average of 185 women per month, or approximately 2,500 women each year. The hospital employs a full-time outreach worker to go into the community and identify populations that can benefit from the van's services.

"Women are concerned that the mobile unit means they'll be getting a lower standard of care," notes Outreach Coordinator Christine Berwald. "Once they find out that the van offers the same technology as the hospital, they get very excited."

"What makes digital mobile mammography unique is that through its mobility, it has leveled the playing field for women in rural America. Digital mammography is available to all women, not just those residing in larger cities," according to Tariq Gill, M.D., president and medical director of Millennium Medical Imaging.

High Tech with a Soft-Touch for Everyone

In 2005, Lourdes introduced the MammoPad breast cushion as the standard of care in both its Breast Center and mobile unit. Patients and technologists both shared their excitement for MammoPad. In addition to the increased comfort, women appreciate the cushion's warmth. Technologists love MammoPad because it improves their relationship with patients.

"Many times mammographers take the blame for the discomfort that often comes with a mammogram. We are happy to do anything we can do to make mammograms more comfortable for our patients," Breast Center Manager Laurie Ziegler says.

As part of its desire to offer the latest technology, the Breast Center replaced four analog machines with three Hologic Selenia systems in

Though radiologists favored the Selenia's image quality and larger imaging detector, Lourdes was most impressed by Hologic's customer service.

2006 and quickly saw improved workflow. With analog, Lourdes scheduled patients every 20 minutes. With digital, appointments are every 15 minutes, with an average exam lasting just 7 minutes. As a result,

patient volume increased, and Lourdes now performs approximately 85 mammograms a day.

Digital also reduced its recall rate by more than two percent and enables them to perform fewer biopsies, though its cancer detection rate remains the same. "We're saving our patients from additional radiation and unnecessary biopsies," notes Ziegler.

Though radiologists favored the Selenia's image quality and larger imaging detector, Lourdes management team was most impressed by Hologic's customer service. "I can't speak highly enough of Hologic," says Cramer. "We relied on them to work with our van manufacturer to resolve issues that arose."



The Mission in Motion van provides women in upstate New York access to quality healthcare.

Over 100 Years of Compassionate Care and Innovative Service

Advanced Radiology Consultants, Fairfield County, Connecticut



The enhanced efficiency of digital technology enabled the Center to accommodate more patients and maximize the return on its investment.

As a radiology practice that has provided imaging services to its community for more than 100 years, Advanced Radiology Consultants of Fairfield County, Connecticut, takes its legacy very seriously. Every decision is made with a focus on optimizing patient care – like the creation of the Advanced Women’s Imaging Center (AWIC), a custom-built facility dedicated solely to women’s imaging services. By focusing on patient needs, Advanced Radiology maximized efficiency and achieved benefits of its own, including higher patient volume and a faster return on its digital mammography investment.

The “Center of Excellence” Model

One of the hallmarks of Advanced Radiology is that its sub-specialty trained radiologists are organized into cadres in which they read images only in their area of expertise. The creation of AWIC was simply an extension of that principle.

“The goal of our center was to create a locus of information staffed exclusively by experts in breast imaging,” says Pamela Reeser, M.D., Advanced Radiology’s nationally recognized breast imaging specialist and center director. “The Center enhances the service provided to both patients and referring physicians.”

The transition to a “Center of Excellence” model required the practice to modify its referral pattern. Instead of returning to their screening mammography facility, women now go to AWIC for all diagnostic procedures. Overcoming this hurdle required educating both patients and referring physicians, but it didn’t take long for people to appreciate the change.

“By not having women mixed in with general radiology, we’re able to pay more attention to patients who may be anxious about the

procedure,” Dr. Reeser explains. “Women recognize and appreciate the difference.”

Based on feedback from patient surveys, the “Center of Excellence” for women’s imaging has been well received in the communities served by the practice. Patient satisfaction scores for AWIC are routinely higher than 9 out of 10, and perfect scores are not uncommon.

Digital Mammography – a Key Piece of the Technology Puzzle

The release of the Digital Mammographic Imaging Screening Trial (DMIST) results in September 2005, shortly after AWIC opened its doors, convinced Advanced Radiology to move forward with a digital conversion. AWIC installed its first Hologic Selenia® digital mammography system in May 2006. By August, all seven of the practice’s mammography units were digital.

According to Susan Collins, chief marketing and client services officer, the creation of AWIC was an extension of the practice’s belief in sub-specialty radiology, supported by the best technology available. The practice established the Advanced Women’s Imaging Center to enhance the service provided to both patients and referring physicians, and a cornerstone of that mission included offering today’s premier digital mammography system.

“The support from Hologic was a big part of the success we’ve had with our digital conversion.”

“The ability to see through dense breasts is one of the main benefits of digital mammography. The quality of the images is superb,” Dr. Reeser notes. “The convenience of being able to view images electronically without having to retrieve a file is also invaluable.”

The enhanced efficiency of digital technology enabled the Center to accommodate more patients and maximize the return on its investment. Following the transition, the overall mammography volume increased nearly 15 percent.

Partnering with Hologic

As a technologically sophisticated center, Advanced Radiology did not undertake the task of choosing a digital provider lightly. The practice selected Hologic for two reasons. From a clinical standpoint, they liked the high quality images and the large detector that easily accommodates women with breasts of all sizes, large and small. But it was also because of the the quality of service the practice received from Hologic in the past, having utilized Hologic’s analog systems for more than a decade.

“The support from Hologic was a big part of the success we’ve had with our digital conversion,” says Dr. Reeser. “They pay attention to our needs, and there’s been open communication on both sides. It’s been a good relationship both ways.”

Expanding Accessibility for Underserved Women through Mobile Screening Mammography

The Elizabeth Center for Cancer Detection, Los Angeles, California

For 65 years, the Elizabeth Center for Cancer Detection in Los Angeles, California, has been dedicated to saving lives through early detection. As the country's only freestanding cancer screening clinic, the center offers a full range of screening programs for both men and women, particularly for the medically underserved.

In 2003, the Elizabeth Center expanded its reach with the launch of a mobile screening mammography clinic. The Center's dedicated staff travels into the community an average of 28 days a month, providing a much needed service to women throughout Los Angeles County.

"Our mission is so important. The earlier cancer is diagnosed, the greater the probability we are going to be able to successfully treat it," explains Don Cook, Elizabeth Center CEO. "Many of these women wouldn't get screened if it weren't for us."

Reaching out Through Mobile Mammography

The "clinic" is a bus comprising a waiting room, an exam room and a mammography suite complete with a Hologic M-IV™ screen-film system in the rear. In addition to reaching low-income women, Cook saw the mobile program as a good opportunity to increase the Center's business. "With private clinics dominating the market for insured women, I knew the only way we were going to grow was to expand accessibility to our breast program for underserved women in the community," he says.

By the mobile unit's third year, the Elizabeth Center's overall mammography volume rose to approximately 1,000 exams per month – more than half of which are performed in the mobile clinic. Word-of-mouth generated from the mobile program also led to a volume increase at the Center's downtown clinic.

The mobile clinic is booked weekdays at local worksites and medical clinics and weekends at churches and health fairs.

"Women really appreciate the service we provide. Our clinic is often the only chance these women have to get screened," says Cook. "We make sure they're treated with respect and receive the same standard of care as everyone else."

"There's a perception in the radiology community that someone at Hologic must have had a loved one who had breast cancer, because they're so passionate about women's health."



The Center's mobile mammography coach is on the road as many as 30 days a month, providing a much needed service to underserved women throughout Los Angeles County.

A Community in Need

In California, low-income women who are over 40 and do not have health insurance are eligible for free annual breast cancer screenings. But the Elizabeth Center goes one step further, providing free screenings to those who don't qualify for the state program, like women under 30 with symptoms of breast cancer. "No woman at high risk for breast cancer should be denied access to healthcare," stresses Cook.

Many centers offset the economic challenges of cancer screening by also providing treatment, which tends to offer a more profitable reimbursement. Yet since its inception in 1944, the Elizabeth Center for Cancer Detection has faithfully limited its mission to screening. Thus, the Center relies on fundraising, grants and awards to operate both its freestanding and mobile clinics.

"Early detection is all we do, which is why we're so good at it," says Cook.

A Shared Passion with Hologic

For its equipment, the Elizabeth Center looked for a company that shared its passion for women's health. That's why the Center turned to Hologic for many of its screening needs. According to Cook, the decision to go with Hologic was simple: Hologic offered "the best systems in the world" for screening mammography.

"There's a perception in the radiology community that someone at Hologic must have had a loved one who had breast cancer, because they're so passionate about women's health," he says. "Hologic makes us feel like they're on our team, working to get us up and running so we can serve our community."

Revolutionary Technology and Quality Patient Care: A Formula for Success

Kern Radiology Medical Group, Kern County, California

At Kern Radiology Medical Group in Kern County, California, revolutionary imaging technology and quality patient care go hand in hand. Kern Radiology Outpatient Imaging, its brand new all-Hologic women's imaging center, gives women access to the latest in digital mammography and breast biopsy technologies within a spa-like setting, proving that Kern Radiology spares no expense when it comes to technology.

"We go the extra mile and spend the extra dollar because it's in our patients' best interest – that's just how we do business," explains David Schale, M.D., radiologist and president.

Staying Ahead of the Curve: A Policy for Decades

Staying ahead of the technology curve has been the rule at Kern Radiology Medical Group for nearly 40 years. In the 1970s, it was the first facility in the nation to offer outpatient CT imaging. More recently, it was the first to introduce the dual-source 128-slice CT scanner to central California. And in 2008, the Kern Radiology



Kern Radiology has a reputation as the premier location for stereotactic breast biopsies in the Bakersfield area.

Outpatient Imaging Center opened with the county's first Hologic Selenia® digital mammography systems and Selenia digital StereoLoc® II upright breast biopsy device.

Kern Radiology Outpatient Imaging is the only center in the county that performs upright breast biopsies. The Medical Group believes upright procedures enhance patient comfort and offer greater flexibility in the types and locations of lesions that it can accommodate. With no film processing, automatic needle positioning and a quick transition from mammography to biopsy, an average upright procedure lasts just under one hour – a significant improvement over the previous equipment.

"Patient comfort is important to us. Lying prone for a long period of time can be hard on patients; that's why we chose the upright option. The StereoLoc system dramatically reduced the length of our biopsy procedures, which makes it even easier on patients,"

says Mammography Supervisor Wendy Hendricks.

"The accuracy of the equipment is amazing. We're able to visualize more abnormalities and localize lesions better."

Dr. Schale performs an average of five biopsies per day, which he estimates is greater than the

rest of the imaging community combined. Despite the high volume, the Medical Group is often able to offer the convenience of same-day biopsies, which he attributes to both the Center's skilled staff and the considerably shorter length of the procedures.

"The accuracy of the equipment is amazing. We're able to visualize more abnormalities and localize lesions better," says Dr. Schale. "We didn't even realize how much we were missing until we could see it on the digital StereoLoc. It's vastly superior to anything we've had before."

The new technology helped Kern Radiology earn a reputation as the premier location for stereotactic breast biopsies in and around Bakersfield. The equipment's versatility allows the Medical Group to accommodate a wider range of patients, including those from competing facilities.

"With the StereoLoc [biopsy system], we can access more lesions, which means we've had to turn away fewer procedures. We've actually had patients come from other facilities that were unable to localize the lesions, and our equipment enabled us to successfully biopsy the areas of concern," adds Dr. Schale.

Importance of Customer Service

As a company that places a high priority on customer relationships, Kern Radiology Medical Group appreciates the level of service they receive from Hologic. What really appealed to Dr. Schale, however, was the easy access he and his staff had to all Hologic employees, from applications specialists to the CEO.

"We've had a very personal experience with Hologic. If we have a problem, they make their executives readily available to us," he says. "In my experience, for a company of its size to do that is truly unique. You just can't get that with any other company."

The Mission Is Detection for Dr. Armando Bonnet

Radiology and Imaging Center, Hato Rey, Puerto Rico

These days, it's not uncommon to hear women say that men should have a mammogram to understand the experience. What is uncommon is having a male doctor who can tell his female patients that he truly understands — because he's had the exam. "In order to learn what patients feel or how things are done, you should experience it yourself," says Dr. Armando Bonnet of the Radiology and Imaging Center in Hato Rey, Puerto Rico.

Ask Dr. Bonnet about the challenge of keeping up with technology and you'll get a similarly direct answer: "If we were going to go digital," he says, "it had to be with the best possible image quality."

With that in mind, Dr. Bonnet and his team evaluated several digital imaging systems and soon discovered dramatic differences among them. "We had the opportunity to visit several centers and witnessed that direct-conversion digital detectors generate an image quality that is substantially higher than that of images obtained with conventional screen-film or with indirect-conversion digital detectors," he explains. Ultimately, he chose the Hologic Selenia® digital mammography system. He was especially impressed by the Selenia system's superior image clarity, contrast, low dose detection, and faster image acquisition.

Unparalleled Performance in Theory and Practice

Dr. Bonnet did his own apples-to-apples comparison of breast imaging technologies, and even let Selenia do some of the work. "My best experience with digital mammography was the first patient in whom I detected a microcalcification cluster and recommended having a biopsy. This patient went to another institution, to have the biopsy, but they were unable to detect the microcalcifications using stereotactic biopsy and (screen-film) mammography. So, she returned to our institution and we localized the microcalcifications, proving they were real. The client then relied on the results and saw for herself the difference in quality between conventional mammography and direct digital mammography images. This is something that I experience every day."

Beyond Engineering — Technology for Life

While technical excellence was a critical consideration in selecting a medical imaging provider, for Dr. Bonnet there was an equally compelling reason to choose Hologic: dedication. "One of the things that I really love from the company is that they focus on a specific area — women's health. They don't do anything else, so if they are going to do it, they are going to do the best. That is one characteristic that is really unique." Hologic, he adds, "stands apart from the other companies, and I believe that there is no other



Dr. Bonnet often hears his female patients say that men should have a mammogram to understand the experience. Dr. Bonnet tells patients that he truly understands — he's had the exam.

company that can do better mammography at this point." For Dr. Bonnet, it's all about the experience: from volunteering to have a mammogram to choosing the best technology for breast cancer detection. "Hologic has been a great experience for me," he affirms.

HOLOGIC
The Women's Health Company

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"Is there cancer or not?"

Hologic's breast biopsy platforms provide accuracy, speed and efficiency while keeping patient comfort in mind. Hologic's breast biopsy solutions can be used across X-ray, MRI or ultrasound, giving physicians the ability to select the right imaging modality for each patient.

Hologic supports you from intervention to treatment with MammoSite® five-day targeted radiation therapy, an alternative to whole breast irradiation or a mastectomy.

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Building Business and Improving Patient Care with MammoPad® and the Selenia® System

Oregon Imaging Centers

In 2007, Oregon Imaging Centers, a five-campus imaging practice in the Eugene, Springfield and Albany areas of the state, wanted to position itself as the breast health leader and encourage compliance with screening mammography guidelines.

Thanks to the Hologic MammoPad® breast cushion and Hologic Selenia® digital mammography, it achieved both goals. Within one year, the Centers experienced double-digit volume growth, an influx of new patients and an increase in downstream revenue. "The benefits we gained from MammoPad and Selenia digital mammography helped build this practice," says Josh Kermisch, chief operating officer.

MammoPad and Selenia Digital Mammography Help Cushion Bottom Line

Oregon Imaging Centers has long demonstrated a commitment to breast health, most recently with the opening of its comprehensive breast center in December 2008. The practice was eager to add the MammoPad breast cushion to its breast health services, despite concerns about cost.

"The benefits we gained from MammoPad and Selenia digital mammography helped build this practice."

"If MammoPad could increase the number of women choosing

Oregon Imaging Centers for screening mammography, it would not only pay for itself, but it would also yield additional profits for the practice," Kermisch notes.

In 2007, Oregon Imaging Centers began using the MammoPad breast cushion, becoming the only certified Softer Mammogram Provider™ in the area. The same year Oregon Imaging Centers became the first in Eugene and Springfield to offer digital mammography when they replaced screen-film equipment with four Hologic Selenia systems, including a Selenia S screening-only unit.

"Digital was what we needed to provide the best possible care for our patients," stresses Mammography Supervisor Susan Llorente. "There was a lot of literature pointing towards better image quality with digital, especially for younger women and women with dense breasts."

After going from three screen-film units to two digital machines at its main site, the Center realized it could accommodate more women, even with fewer machines. Digital significantly improved the technologists' efficiency, reducing exam time to 15 minutes for screening exams and 20 minutes for diagnostic exams.

The Oregon Imaging Patient Experience

Within a year, the practice achieved its goals – and then some. In one year patient volume increased by 22 percent over the same period from the prior year. With higher screening volumes, Oregon Imaging Centers also noticed increases in additional imaging and diagnostic procedures, such as MRI, ultrasound and biopsy. The most rapid volume increase occurred during the first five months, corresponding with Oregon Imaging's heaviest marketing activity. "We were skeptical at first, but as soon as we analyzed the data to see how much our business had actually grown, we were convinced that MammoPad and digital were good choices," Kermisch says.

In addition to financial benefits, the combination of digital mammography and the MammoPad breast cushion enabled Oregon Imaging Centers to improve the mammography experience for patients and technologists alike. "Women clearly prefer mammograms with MammoPad," he adds. "They tell me we're saving their lives by offering the softer mammogram, because they avoided getting mammograms until now."

"MammoPad changes patients' attitudes about having a mammogram – they're appreciative that we provide this for them. It improves the patient-technologist relationship tremendously, which has significantly improved the morale of our technologists," Llorente says.

Oregon Imaging and Hologic: A Partnership

The practice attributes part of its clinical and financial success to its ongoing relationship with Hologic, which has become an integral part of business for Oregon Imaging Centers.

"Hologic has been a really important part of making this transition. Everyone from the technologists to the patient advocates to the radiologists needed training in order to understand how MammoPad and digital were going to impact our patients and our business," says Kermisch. "Hologic helped us build a business plan that turned out to be very successful."



The combination of digital mammography and the MammoPad breast cushion enabled the staff of Oregon Imaging Centers to improve the mammography experience for patients and technologists alike.

Digital Mammography with Upright Digital Stereotactic Biopsy: The Ideal Combination for New York City's Upper East Side

Kathy Plesser, M.D., New York

For Kathy Plesser, M.D., it's all about the quality of the image in order to provide the best possible patient care. "As a dedicated breast imager, my goal is early breast cancer detection, since the stage at which it is diagnosed directly impacts a woman's survival," explains Dr. Plesser. "My practice philosophy is to deliver the most comprehensive care possible in a supportive environment and provide patients exam results as quickly as possible."

Dr. Plesser is a board-certified radiologist specializing in mammography, ultrasound and breast MRI, as well as minimally invasive breast biopsies. In November 2007, her practice became the first site in the country to incorporate the digital StereoLoc® add-on stereotactic biopsy device for the Hologic Selenia® digital mammography unit.

Digital Mammography Delivers Better Diagnostic Images and Faster Results

When she opened a small boutique private practice in New York City, Dr. Plesser brought with her 20 years of experience in breast imaging, along with a commitment to utilize digital technology to provide the highest quality imaging.

"Digital images are beautiful," says Dr. Plesser. "The workflow is clearly improved, and the image quality and consistency are hard to match with film."

The Digital Mammographic Imaging Screening Trial (DMIST) also played a key role in Dr. Plesser's use of digital technology. The study found that digital mammography performed statistically better than film-screen in detecting cancer in women with dense breasts. "Since a large proportion of my patient population has dense breasts, I believe that digital mammography is a better diagnostic tool for them," she explains and says that while she looked at several systems, she chose the Selenia system because of image quality and the user-friendliness of the workstation. Dr. Plesser also says that with a digital system, patients receive their results immediately. She can review the mammogram while it is being done and give results to the patients before they leave the mammography suite. In her office, women do not worry about being recalled for additional views. If a woman requires additional imaging, it is done in the same appointment. She notes that there is an ultrasound unit available, as well as a dedicated breast MRI system. "A mammogram can be a stressful experience, particularly for high-risk women," explains Dr. Plesser. "Since imaging is much faster with the Selenia digital mammography unit than conventional film-screen units, I can give patients their results more quickly, which is very reassuring to them."



The digital StereoLoc system allows Dr. Plesser to target subtle lesions more quickly than with older stereotactic devices.

Hologic Digital Upright Biopsy Technology Enables Complete Diagnostic Breast Care

In 1990, Dr. Plesser became one of the first radiologists to use stereotactic biopsies. When Hologic introduced the digital StereoLoc II upright biopsy system, Dr. Plesser implemented the system as an add-on to the Selenia system. "With the upright unit, I can biopsy lesions located posteriorly in the breast, adjacent to the chest wall, which may not be accessible on the prone stereotactic table, saving women from unnecessary surgical biopsy," she says.

When integrated with the Selenia system, the Hologic StereoLoc system also significantly shortens the length of stereotactic biopsies. "With the superior image resolution, I can target subtle lesions much more quickly than with older stereotactic devices," states Dr. Plesser. "For faint lesions seen only with digital imaging, not only would the procedure have taken much longer, but sometimes the lesion wouldn't have been seen at all on film. We typically perform a biopsy in less than an hour from start to completion."

An additional benefit of digital mammography and the upright stereotactic biopsy device is that Dr. Plesser does not need to dedicate office space for film processing or storage, nor does she need to set aside a separate room for the prone stereotactic table. In an area like New York City, where the cost of office space is high, that adds up to major cost savings.

Going Digital: DR or CR Mammography?

Prairie du Chien Memorial Hospital, Wisconsin

As a private, not-for-profit healthcare provider, Prairie du Chien Memorial Hospital in Wisconsin is familiar with the challenges of providing the latest technology with limited resources. They knew they wanted to replace the hospital's aging analog mammography system with digital technology. Only one question remained: Which modality would provide the best return on their investment – digital radiography (DR) or computed radiography (CR)?

Big Enough to Help, Small Enough to Care

Prairie du Chien Memorial Hospital takes pride in its ability to introduce new avenues of medical care to its rural community. It was one of the first rural hospitals in Wisconsin to utilize in-house CT imaging – and it was the first in the entire state to offer a hospice program.

Yet as a certified Critical Access Hospital (CAH), Prairie du Chien's biggest challenge is helping the patients in critical situations realize that the hospital has the cutting-edge technology to provide routine care as well. CAHs are acute care hospitals that receive cost-based reimbursement from Medicare to ensure that rural communities have access to critical care.

Large medical centers with clinics in the town of Prairie du Chien are the hospital's biggest competitors for providing routine diagnostic care. "It's a big challenge to keep people coming to us for services other than critical care," emphasizes Kelly Mundt, director of diagnostic imaging services. "They don't realize how current our technology is and what we can actually provide. We do a lot of publicity to remind the community about our state-of-the-art services and technology."

The hospital's motto – "Big enough to help. Small enough to care." – underscores what sets Prairie du Chien apart from the larger medical centers. It offers the best of both worlds: the cutting-edge technology of urban centers, with the personal touch of a small community hospital.

Digital Mammography: CR vs. DR?

CR mammography initially appeared to offer several advantages for Prairie du Chien, including lower up-front costs. But Mundt quickly realized the value of DR mammography's initial added investment.

The Selenia® digital mammography system came highly recommended from the hospital's radiology group, which had already completed a trial period with the workstation. The hospital staff had an impressive demo at a large medical center in Iowa, where they observed the workflow benefits and witnessed the capabilities of the digital workstation.

The Selenia system's direct capture technology eliminates the need for a processor and acquires images almost instantaneously – allowing techs to perform immediate repeat views and spend less time away from the patient. The hospital estimated that DR mammography's improved productivity would reduce exam times by 8 to 10 minutes per patient.



Technologists love the Selenia mammography system. They say it is better for the patient and that the exam goes much more smoothly.

"While some people looked at us as a small rural hospital and immediately concluded that CR was the only way we could afford digital, Hologic knew what we wanted," Mundt says. They really showed us why we should go the extra mile for our patients and staff, and they helped us get there."

Going Digital Increased the Hospital's Patient Base

In June 2008, Prairie du Chien traded its film-screen equipment for a Hologic Selenia system, becoming the first site in the southwestern Wisconsin and northeastern Iowa area to offer digital mammography.

Within six months, the hospital experienced a 25 to 30 percent increase in patient volume. Digital's increased productivity enabled the hospital to accommodate more patients, while the new technology attracted two new groups of women: older women who had avoided mammograms in the past and younger women with dense breasts.

"One of the reasons we wanted digital mammography was that it would allow us to offer the service to younger women," Mundt explains. "Before, these women had to travel to other facilities to get a digital exam, sometimes as far as two hours away. We wanted to be able to help this younger population."

Empowering women to take ownership of their health

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Hologic is asking women across the world to feel empowered to take ownership of their health, starting with scheduling an annual mammogram. For every 10 girlfriends that are asked to make the promise through promiseto.com, Hologic will donate \$1 towards a mammogram for an uninsured woman.

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The Best in Women's Imaging in the State of Utah

Home to some of the nation's most respected medical centers, Utah leads the Intermountain States in the acquisition of technology and talent – perhaps the reason why most of the state's facilities chose the Hologic Selenia® system for screening mammography.

In 2004, **Central Utah Clinic**, Utah's largest independent physicians group, was the state's first provider to make Hologic Selenia digital mammography available to its patients. The clinic prides itself in offering the highest level of patient care with the latest technology. As Lead Technologist Allison Paul recalls, "Hologic was a step above the other vendors and met all of our needs. For us to continue being a forerunner in breast health, Selenia digital mammography was the logical choice."

Castleview Hospital, which serves rural communities in Eastern Utah, was about to choose another system when the hospital's Co-Director of Imaging, Debora Poloni RT, R (M)(CT), was introduced to the Hologic Selenia system. "It was better technology and the image quality was superior," she reports. "We're the only hospital in Eastern Utah with digital mammography, and it's a huge benefit for the community."

Intermountain Healthcare: A Top Integrated Healthcare Organization

For the past 10 years, Intermountain Healthcare has been consistently ranked among the country's top integrated healthcare organizations. With 20 hospitals in Utah, Intermountain Healthcare selected Hologic as its sole source mammography provider. A key member of its Mammography Assessment Team was Dianne Kane, RN MS, director for oncology services for **Intermountain Medical Center, Alta View Hospital and LDS Hospital** – ranked by *U.S. News and World Report* in its 2008 list of the best hospitals in the nation.

In 2002, the team compared equipment from Hologic, GE and Siemens. Technologists evaluated the machines, while radiologists

read images as part of a blind comparison. "When we compared the Selenia images to other vendors, the competition didn't even measure up," Kane says. "We had scientific proof that Hologic would best meet our needs."

Wendy Gaddis, BSRT, mammography coordinator for **Logan Regional Medical Center**, was also a member of the selection committee. "At the time, the corporation tried to steer us to another vendor. We loved Hologic because we had been using Lorad for years," she recalls.

During the assessment, Kane asked her colleagues nationwide for service opinions on three critical elements of an investment: reliability, service and support. During a site visit to a Chicago breast center that uses systems from Hologic and other vendors, she learned that the competitive system was out of order and wouldn't be fixed for a week. When she asked about Hologic, she was told, "They don't usually go down, and if they do, we get immediate service."

"I kept getting the same kind of reassurance everywhere I went," Kane notes.

Ogden McKay-Dee Hospital: A Nationally Recognized All-Digital Site

Ogden's McKay-Dee Hospital – also a member of the Intermountain Healthcare System – was recognized by the Radiological Society of North America for its all-digital imaging system, which includes Hologic Selenia digital mammography and R2™ CAD. Christine Streeter, BSRT(M), manager of women's imaging for McKay-Dee, spent a year planning in order to maximize efficiency when the hospital replaced three film-screen units with two Hologic Selenia systems. Under guidance from a systems analyst, two separate task force teams for screening and diagnostic patient workflow established a plan to streamline processes. As a result, the McKay-Dee staff improved patient interactions, while walk-in traffic increased by at least 100 patients per month.

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Maximizing your investment every step of the way

When you purchase a Hologic breast imaging system, you purchase so much more than a best-in-class mammography system. You are also gaining the resources and comprehensive solutions from a global company committed to helping you maximize your investment every step of the way.

GETTING
Started

BUILDING YOUR
Foundation

ONGOING
Support

FUTURE
Enhancements

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HCA MountainStar Healthcare Network: A Selenia® and MammoPad® Account

The HCA MountainStar Healthcare Network operates six hospitals in Utah, and all use Hologic digital mammography systems. MountainStar's **Brigham City Hospital** changed vendors when the hospital went from analog to digital. "A lot of facilities recommended Hologic," recalls Joan Bell, director of imaging services. "Image quality was the biggest factor behind the decision to move from analog to Hologic Selenia's direct-capture technology," she says.

Bell also purchased Hologic's MammoPad® radiolucent cushion to provide a more comfortable mammogram for patients. "We chose MammoPad for patient comfort, but also for positioning so we could get closer to the chest wall," she says. "The techs and patients like them."

The Legacy of St. Mark's Hospital

In April 2008, MountainStar's award-winning St. Mark's Hospital replaced its Hologic analog machines with two Selenia mammography systems. Kimberly Dansie, MBA, director of women's diagnostic services, says that the hospital increased

patient volume by 15 percent in the six months following installation. By year's end, the hospital had performed over 20,000 screening exams using just two machines. A third Selenia system is currently scheduled for installation.

Privately Held IASIS Sees Hologic as a Perfect Fit

Of the four privately held IASIS hospitals in Utah, two use Hologic digital technology systems. Comparing the depth of detail produced by the other vendor's system to the Hologic Selenia system is "like night and day," says **Jordan Valley Medical Center** Mammographer Melanie Machen, MT RT. "It's also quicker, we don't have to develop film – and it's all done automatically. It's a wonderful tool because it gives us more time with the patients," she emphasizes. That extra time has enabled Machen's department to shave 10 minutes or more from each screening mammogram.

Another member of the IASIS network, **Davis Hospital and Medical Center** in Layton, replaced two competitor's systems with Selenia technology in 2008. Cindy Stewart, BSRT RT(M), Davis' mammography supervisor, is an enthusiastic supporter. "We absolutely love the Selenia digital system because the images are so much better, and we're able to spend more time with our patients," she

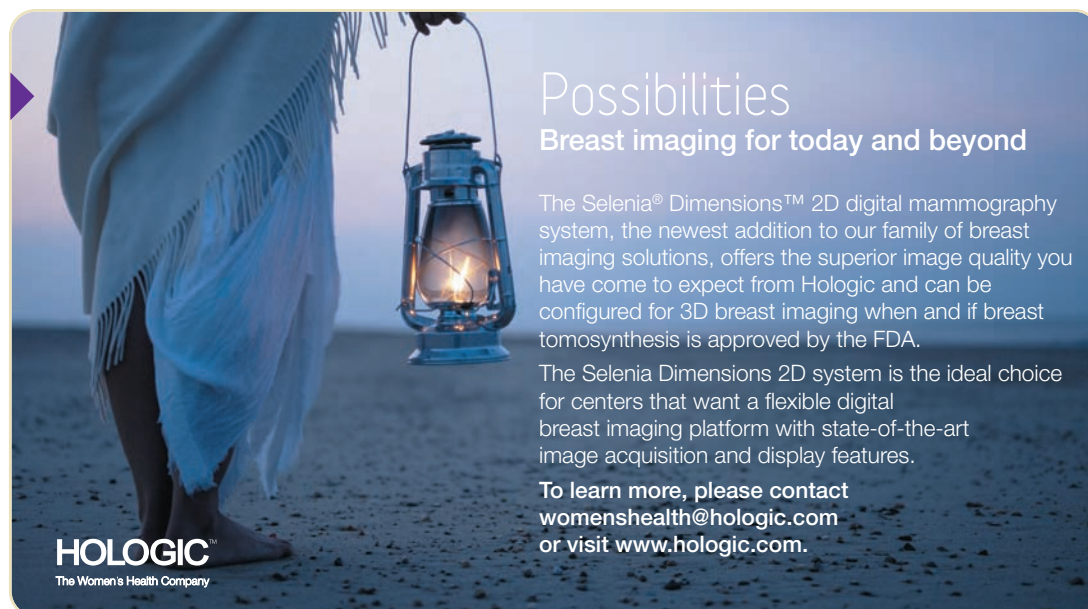
notes. "We love the support we get from Hologic." Switching to digital increased workflow, enabling them to perform 30 additional screenings each week.

Utah Imaging Associates: An All-Hologic Women's Imaging Site

Utah Imaging Associates LLC (UIA) provides professional radiology services to hospitals in the MountainStar network, as well as to three of the four IASIS hospitals. In addition to the state's first CT and MRI scanners, UIA's Vice President of Business Development Greig Huggins drove the acquisition of a suite of Hologic products that included Selenia digital mammography, SecurView workstations, a MultiCare® Platinum stereotactic table, ATEC® biopsy system and R2™ CAD.

"Digital mammography is a capital intensive investment," Huggins says. "Hologic proved to be the market leader in women's imaging, so by going with them, we decided we were protecting our investment."

Other Utah facilities that rely upon Hologic include another one of *U.S. News and World Report's* best American hospitals, **University of Utah Hospital**, as well as the University's nationally renowned **Huntsman Comprehensive Breast Care Center**.



Possibilities
Breast imaging for today and beyond

The Selenia® Dimensions™ 2D digital mammography system, the newest addition to our family of breast imaging solutions, offers the superior image quality you have come to expect from Hologic and can be configured for 3D breast imaging when and if breast tomosynthesis is approved by the FDA.

The Selenia Dimensions 2D system is the ideal choice for centers that want a flexible digital breast imaging platform with state-of-the-art image acquisition and display features.

To learn more, please contact womenshealth@hologic.com or visit www.hologic.com.

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