



“I opted for the Genius™ 3D MAMMOGRAPHY™ exam because early detection saved my life.”

Sheryl Crow

Nine-time Grammy Award-winning artist

Breast cancer survivor

Genius™ 3D MAMMOGRAPHY™ exam patient

Genius™ 3D MAMMOGRAPHY™ exams are clinically proven to provide more accurate breast cancer screenings.^{1*}

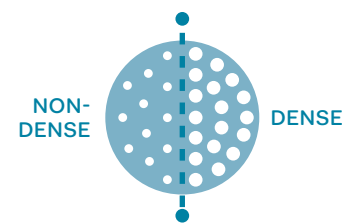
YOU DESERVE A MORE ACCURATE MAMMOGRAM^{1*}

When breast cancer is found early, the 5-year survival rate is almost 100%.² Sheryl Crow understands the importance of early detection, having been diagnosed with early-stage breast cancer at age 44. “Women need to be advocates for their health,” she says. “That means getting annual mammograms starting at age 40 and taking advantage of the best, and most accurate, technologies available.” She says that early detection is “a woman’s best chance at survival, and it’s a chance we all deserve.”

A MORE ACCURATE EXAM FOR DENSE AND NON-DENSE BREASTS^{3*}

Having dense breasts can make it more difficult to see breast cancers on a conventional mammogram.³ A Genius™ 3D™ exam allows the doctor to view each layer of the breast like the pages of a book, allowing it to outperform conventional mammograms for women with both dense and non-dense breasts.³

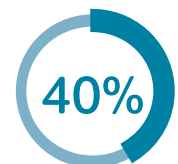
SUPERIORITY OVER CONVENTIONAL 2D MAMMOGRAPHY



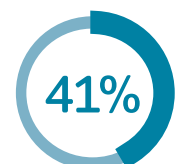
More accurate than conventional mammograms for both dense and non-dense breasts³



Detects cancer 15 months earlier⁴



Reduces false-positive recalls by up to 40%^{1,5}



Detects 41% more invasive breast cancers¹

Get the mammogram you deserve. Find a facility that offers the Genius™ 3D MAMMOGRAPHY™ exam at Genius3DFinder.com

Patient Name _____

Facility _____

Procedure

Genius™ 3D™ exam—Screening

Genius™ 3D™ exam—Diagnostic

*Compared to 2D mammography alone

REFERENCES: 1. Friedewald SM, Rafferty EA, Rose SL, et al. Breast cancer screening using tomosynthesis in combination with digital mammography. *JAMA*. 2014;311(24):2499-2507. 2. National Breast Cancer Foundation, Inc. Stages 0 & 1: what does it mean to have stage 1 breast cancer? <http://www.nationalbreastcancer.org/breast-cancer-stage-0-and-stage-1>. Accessed July 18, 2016. 3. Rafferty EA, Durand MA, Conant EF, et al. Breast cancer screening using tomosynthesis and digital mammography in dense and nondense breasts [research letter]. *JAMA*. 2016;315(16):1784-1786. 4. McDonald ES, Oustimov A, Weinstein SP, Synnestvedt MB, Schnall M, Conant EF. Effectiveness of digital breast tomosynthesis compared with digital mammography: outcomes analysis from 3 years of breast cancer screening. *JAMA Oncol*. 2016;E1-E7. <http://oncology.jamanetwork.com/article.aspx?articleid=2491465>. Accessed July 18, 2016. 5. Rose SL, Tidwell AL, Bujnoch LJ, Kushwaha AC, Nordmann AS, Sexton R. Implementation of breast tomosynthesis in a routine screening practice: an observational study. *AJR Am J Roentgenol*. 2013;200(6):1401-1408.



Genius™ 3D MAMMOGRAPHY™ exams are only available on the Hologic Selenia® Dimensions® system. Please consult your physician for a complete list of benefits and risks associated with mammography.

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