

'HEAD TO TOE'

A MESSAGE FROM THE DESK OF RADIOLOGY ASSOCIATES

3D Mammography Finds Pin Head Size Cancer in Local Patient, Prevents Need for Chemo 2nd 3D Machine Added

It is a proven fact: Early detection is key in reducing breast cancer morbidity and mortality.

Studies show that tomosynthesis/3D mammography increases breast cancer detection by 27% and increases invasive cancer detection by 40%. This is accomplished while simultaneously reducing false positive screening mammogram callbacks by 35 - 40%, reducing patient anxiety and time. In sum, we can identify more cancer while calling back fewer patients on screening mammograms. Therefore, tomosynthesis is a win-win for breast imaging!

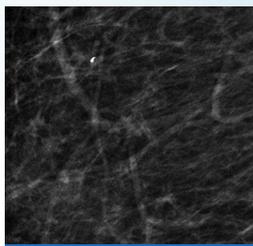
Since unveiling 3D tomosynthesis in January 2014, Radiology Associates has been flooded with requests for the new state-of-the-art exam. As news of this amazing technology has spread, 3D exam numbers have steadily grown each and every month. In response, Radiology Associates now offers a second tomosynthesis machine at our Southside location.

The buzz about tomosynthesis has also spread to many insurance companies that are now covering the cost of the cutting-edge technology. As a result,

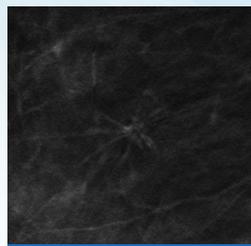
Radiology Associates is offering tomosynthesis to any requesting woman or physician on screening mammograms without an additional fee.

Time and again, we have seen the impact of tomosynthesis first-hand. Certain types of very early stage cancer can only be identified with tomosynthesis when they are extremely small, or too small to be seen with a regular mammogram or ultrasound.

Ms. Mary Kidd came to Radiology Associates for her screening mammogram and opted for a tomosynthesis exam. The 70-year-old patient had a finding that was only seen on the 3D/tomosynthesis images. She was called back for a diagnostic examination and the lesion was not visible on ultrasound. It was biopsied and proven to be very early cancer. In fact, it was so small that at the time of her surgery, the pathologist demonstrated no residual cancer in the post-biopsy bed. Tomosynthesis enabled Ms. Kidd's cancer to be detected at such an early



Normal 2D digital right breast mammogram



Architectural distortion seen on 3D/Tomosynthesis images only

stage that she avoided chemotherapy. Our 3D tomosynthesis mammograms are interpreted by dedicated breast imaging team that includes Breast Imaging Fellowship trained mammographers who have training unmatched in the Coastal Bend area. Each year, Radiology Associates reads and interprets more than 30,000 mammograms.

1. Skaane et al, *Radiology* Dec 2013; 267(1):47-56
2. Rose et al, *AJR* 2013 Jun; 200(6):1401-1408
3. Haas et al, *Radiology* 2013 Apr; 269(3):264-700



Dr. Rebecca DeLancey,
Radiologist
Breast Imaging
Fellowship trained,
Yale University

"If I had not gotten the 3D mammogram, the radiologists would not have found my small mass which was smaller than a pin head. A lot of people my age don't get a mammogram and they need to – and more people need to take advantage of the amazing 3D. I have four kids, nine grandchildren and two great grandchildren ... and I have a lot of living left to do. I want to be around for a while."

Ms. Mary Kidd, age 70
Corpus Christi