

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

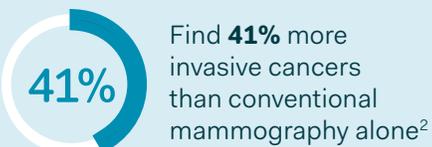
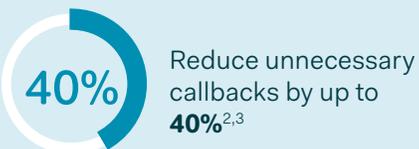
– SHERYL CROW  
Breast Cancer Survivor and  
Nine-Time GRAMMY® Award Winner



## 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.<sup>2</sup> 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.<sup>7</sup>

### 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.<sup>4,5,6</sup>

### 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 earlier<sup>1</sup>



### GREATER PEACE OF MIND

Reduces unnecessary callbacks by up to 40%<sup>2,3</sup>



### MORE ACCURATE

Finds 41% more invasive cancers than conventional mammograms alone<sup>2</sup>

## Key Facts



**1 IN 8 WOMEN**  
will develop breast cancer in her lifetime<sup>8</sup>



**8 OUT OF 9 WOMEN**  
diagnosed with breast cancer have no family history<sup>8</sup>



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

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

<sup>1</sup>McDonald, 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/jam onc ol. 2015.5536. <sup>2</sup>Friedewald SM, Rafferty EA, Rose SL, et al. Breast cancer screening using tomosynthesis in combination with digital mammography. JAMA. 2014;311(24):2499-2507. <sup>3</sup>Rose 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. <sup>4</sup>Skaane 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. <sup>5</sup>Zuley 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. <sup>6</sup>FDA PMA submission P080003/S001 physician labeling. <sup>7</sup>Rafferty 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. <sup>8</sup>US breast cancer statistics. Breastcancer.org. [http://www.breastcancer.org/symptoms/understand\\_bc/statistics](http://www.breastcancer.org/symptoms/understand_bc/statistics). Accessed March 27, 2015. <sup>9</sup><http://www.cancer.org/cancer/breastcancer/detailedguide/breast-cancer-survival-by-stage>