



A More Comfortable Mammogram?
Yes, Please!

- Sheryl Crow, breast cancer survivor and nine-time GRAMMY® Award winner



The More Accurate¹⁻⁶ Genius™ Exam Just Got More Comfortable⁷

Mammograms are a woman's best defense in detecting breast cancer early, but we know that the fear of pain causes many women to delay scheduling their annual mammogram. That's why we proudly offer the Genius™ 3D Mammography™ exam that combines better, earlier breast cancer detection¹⁻⁶ with the improved comfort of the SmartCurve™ breast stabilization system.

Welcome to a mammogram that is more accurate¹⁻⁶ and more comfortable.⁷

genius3D
MAMMOGRAPHY EXAM™

What to Expect During your Exam

Getting a mammogram with the SmartCurve™ system is just like getting a regular Genius™ exam – only more comfortable!⁷

The curved design of the compression device mirrors the shape of a woman's breast to reduce pinching and applies uniform compression over the entire breast for added comfort.

The technologist will view the images of your breasts at the computer workstation to ensure quality images have been captured for review. A radiologist will then examine the images and report results to either your physician or directly to you.

The SmartCurve™ System: Patient Approved!

93%

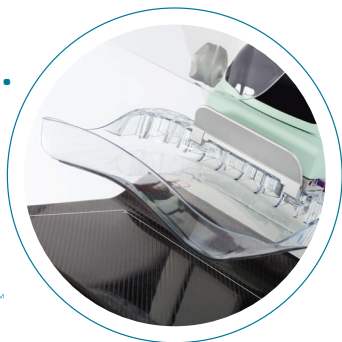
Shown to improve comfort in 93% of patients who reported moderate to severe discomfort with standard compression technology.⁷

95%

95% of patients surveyed would recommend facilities that use a SmartCurve™ system.⁷

More accurate. More comfortable.

Ask about getting your Genius™ exam with the SmartCurve™ system today.



SmartCurve™

The Genius™ 3D Mammography™ exam (a.k.a. Genius™ exam) is acquired on the Hologic 3D Mammography™ system and consists of a 2D and 3D™ image set, where the 2D image can be either an acquired 2D image or a 2D image generated from the 3D™ image set. The Genius™ exam is only available on the Hologic 3D Mammography™ system. Please consult your physician for a full list of benefits and risks associated with mammography. PP-01978 Rev. 001 ©2018 Hologic, Inc. Hologic, 3D, 3D Mammography, Dimensions, Genius, Selenia, and associated logos are trademarks and/or registered trademarks of Hologic, Inc. and/or its subsidiaries in the United States and/or other countries. 1. FDA submissions P080003, P080003/S001, P080003/S004, P080003/S005. 2. Friedewald SM, Rafferty EA, Rose SL, et al. Breast cancer screening using tomosynthesis in combination with digital mammography. JAMA. 2014 Jun 25;311(24):2499-507. 3. Zuckerman SP, Conant EF, Keller BM, et al. Implementation of Synthesized Two-dimensional Mammography in a Population-based Digital Breast Tomosynthesis Screening Program. Radiology. 2016 Dec;281(3):730-736. 4. Skaane P, Bandos A, Eben EB, 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 Jun;271(3):655-63. 5. Bernardi D, Macaskill P, Pellegrini M, et al. Breast cancer screening with tomosynthesis (3D mammography) with acquired or synthetic 2D mammography compared with 2D mammography alone (STORM-2): a population-based prospective study. Lancet Oncol. 2016 Aug;17(8):1105-13. 6. McDonald ES, Oustimov A, Weinstein SP, et al. Effectiveness of Digital Breast Tomosynthesis Compared With Digital Mammography: Outcomes Analysis From 3 Years of Breast Cancer Screening. JAMA Oncol. 2016 Jun 1;2(6):737-43. 7. Smith, A. Improving Patient Comfort in Mammography. Hologic WP-00119 Rev 003 (2017).