

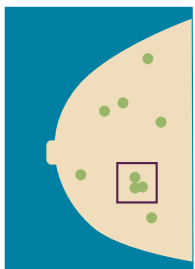
# Is a Genius™ 3D MAMMOGRAPHY™ exam right for me?

Genius 3D MAMMOGRAPHY™ exams are clinically proven to provide more accurate breast cancer screenings.<sup>1\*</sup>

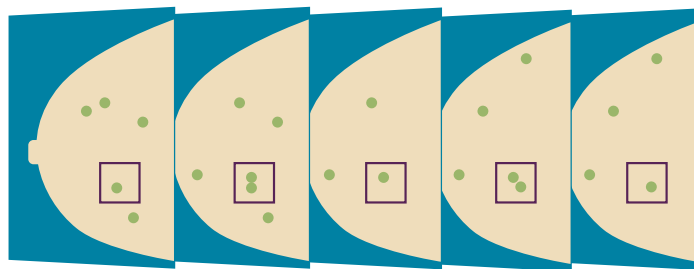
Conventional mammograms provide doctors with a two-dimensional image of the three-dimensional breast. Overlapping layers of tissue can sometimes create unclear results, false alarms, or worse—cancer being missed.

**A Genius™ exam provides your doctor with a series of detailed images of the breast.** This allows them to better evaluate your breast tissue layer by layer, making fine details more visible and no longer hidden by overlapping tissue.<sup>2</sup> Because of its clinically proven increase in accuracy, a Genius™ exam can help reduce false-positive recalls for additional imaging.<sup>1,2</sup>

## WITH 2D



## WITH A GENIUS 3D MAMMOGRAPHY™ EXAM



Case of a suspected lesion area that, with conventional 2D mammography, likely would have resulted in a false-positive recall for additional imaging. The output of a Genius™ exam with multiple images allows the reader to clarify that the tissue is normal.

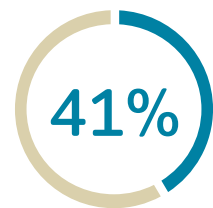
## YOUR GENIUS 3D MAMMOGRAPHY™ EXAM RECOMMENDATION

Name \_\_\_\_\_

Procedure

- Genius™ exam—Screening  
 Genius™ exam—Diagnostic

## SUPERIORITY OVER CONVENTIONAL 2D MAMMOGRAPHY



Detects 41% more invasive breast cancers<sup>1</sup>



Reduces false-positive recalls by up to 40%<sup>1,2</sup>



Detects cancer 15 months earlier<sup>3</sup>

**genius**  
3D MAMMOGRAPHY

\*Compared to 2D mammography alone

# What to expect from a Genius™ 3D MAMMOGRAPHY™ exam.

If you've had a conventional 2D mammogram before, you'll find **the experience is comparable to a low-dose Genius™ exam.\*** The positioning and compressions are the same, but the result is multiple images in a less than 4-second scan time.†

## When breast cancer is found early, the 5-year survival rate is almost 100%.<sup>4</sup>

It's estimated that **1 in every 8 women** will develop breast cancer within her lifetime.<sup>4</sup> In 2016, approximately **246,660 new cases** of invasive breast cancer are expected to be diagnosed in women in the US.<sup>5</sup> That's why a clinically proven, innovative screening technology that allows for better, more accurate detection is critical.\*

**Any woman who is due to have a traditional mammogram can elect to have a Genius™ exam.** Clinical studies have shown that all women, regardless of age or breast density, can benefit from a Genius™ exam.<sup>6,7</sup> Plus, it's covered and paid for by Medicare, and a growing number of private insurers.



Since 2011, over **10 million women** in the US have been screened with a Genius™ exam



**Over 2,400 systems** that perform the Genius™ exam have been installed and are now available in all 50 states

Get the mammogram you deserve. Tell your friends to do the same.  
Visit [MyGenius3D.com/Info](http://MyGenius3D.com/Info) for more information.

\*Compared to 2D mammography alone

†Using Selenia® Dimensions® System with C-View™ Software

**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.** 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. **3.** 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 March 2, 2016. **4.** Stages 0 & 1: what does it mean to have stage 1 breast cancer? National Breast Cancer Foundation, Inc. <http://www.nationalbreastcancer.org/breast-cancer-stage-0-and-stage-1>. Accessed March 31, 2015. **5.** US breast cancer statistics. Breastcancer.org. [http://www.breastcancer.org/symptoms/understand\\_bc/statistics](http://www.breastcancer.org/symptoms/understand_bc/statistics). Accessed March 9, 2016. **6.** Skaane P, Bandos AI, Gullien R, et al. Comparison of digital mammography alone and digital mammography plus tomosynthesis in a population-based screening program. *Radiology*. 2013;267(1):47-56. **7.** 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 (RSNA); November 2011; Chicago, IL.



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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