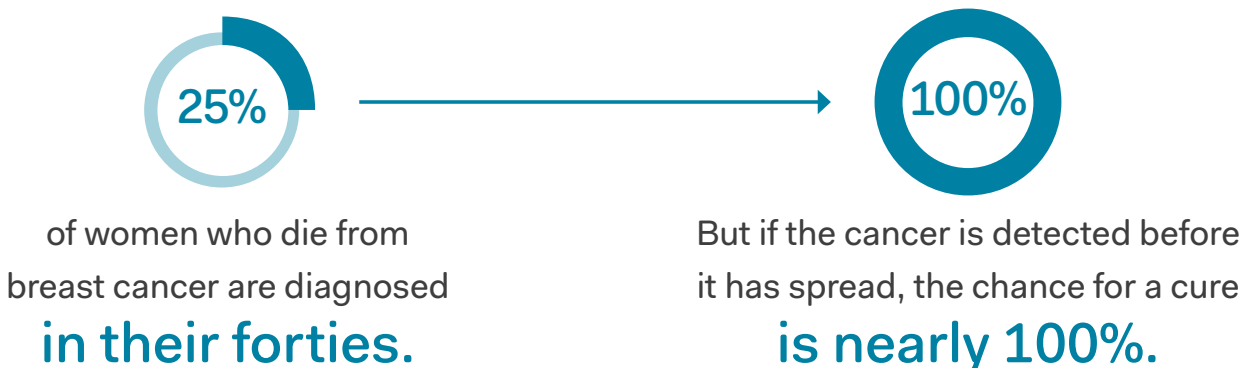
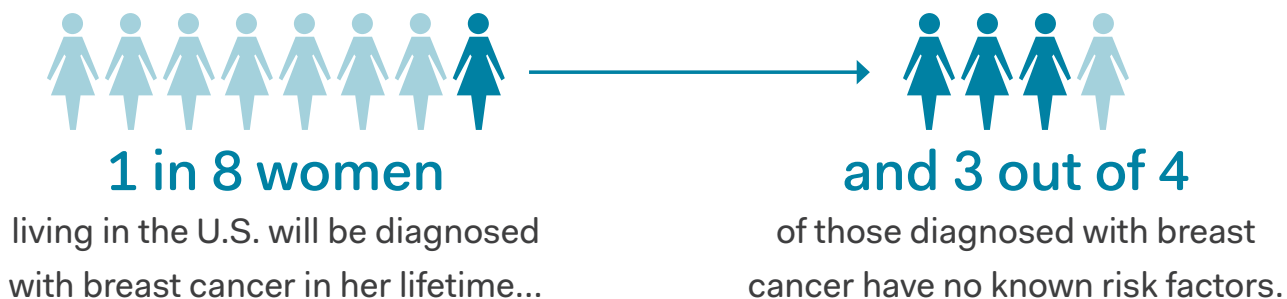


You have the right to an annual screening mammogram starting at 40.

There is a lot of conflicting guidance about when to start and how often to get a mammogram. Currently, all women in the United States can receive mammograms annually starting at age 40.

That is your right.
That is the law.

The Facts:



Screening technology has improved with the arrival of the Genius™ 3D MAMMOGRAPHY™ exam. Genius is a more accurate mammogram that detects 41% more invasive cancers and reduces callbacks by 40%.^{1,2*}

Start screening at 40. Don't wait.

Locate a Genius™ 3D MAMMOGRAPHY™ facility near you at mygenius3d.com

*Versus 2D mammography alone

1. Friedewald S, Rafferty E, Rose S, et al. Breast cancer screening using tomosynthesis in combination with digital mammography. JAMA. 2014;311(24):2499-2507.
2. Rose S, Tidwell A, Bujnoch L, et al. Implementation of breast tomosynthesis in a routine screening practice: an observational study. AJR AM J Roentgenol. 2013;200(6):1401-1408.

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genius[™]
3D MAMMOGRAPHY

What do the experts really say?

Despite some variance in the guidelines, these medical organizations affirm that if you and your doctor agree, **40 is the appropriate age to start screening.**



American Congress of Obstetricians and Gynecologists	40	Every Year
American College of Radiology/Society of Breast Imaging	40	Every Year
American Medical Association	40	Every Year
National Comprehensive Cancer Network	40	Every Year
American Cancer Society	40 <i>(Individual choice)</i>	45-54 <i>(Every year)</i> 55-On <i>(Every 1-2 years)</i>
U.S. Preventive Services Task Force	40 <i>(Individual choice)</i>	50-74 <i>(Every 2 years)</i>

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ACOG: American Congress of Obstetricians and Gynecologists | <http://www.acog.org/About-ACOG/News-Room/Practice-Advisories/ACOG-Practice-Advisory-on-Breast-Cancer-Screening>

ACR/SBI: American College of Radiology/Society of Breast Imaging | [http://www.jacr.org/article/S1546-1440\(09\)00480-3/fulltext](http://www.jacr.org/article/S1546-1440(09)00480-3/fulltext) , <http://www.acr.org/~media/ACR/Documents/AppCriteria/Diagnostic/BreastCancerScreening.pdf> , <http://www.acr.org/About-Us/Media-Center/Positions-Statements/Position-Statements-Folder/20141124-ACR-Statement-on-Breast-Tomosynthesis>

AMA: American Medical Association | Action of the AMA House of Delegates 2012 Annual Meeting: Revisions to AMA policy H-525.993 "Mammography Screening in Asymptomatic Women Forty Years and Older". Adopted 06-19-2012. Available at: <http://www.ama-assn.org/resources/doc/csaph/x-pub/a12-csaph6-screeningmammography.pdf>

NCCN: National Comprehensive Cancer Network | NCCN Guidelines Breast Cancer Screening and Diagnosis Draft Guidance pdf v 1.2015 07/15/15

ACS: American Cancer Society | <http://www.cancer.org/cancer/breastcancer/moreinformation/breastcancerearlydetection/breast-cancer-early-detection-acs-recs> , <http://www.cancer.org/cancer/news/news/breast-cancer-screening-with-3-d-technology-finds-more-cancers>

USPSTF: US Preventive Services Task Force | <http://www.uspreventiveservicestaskforce.org/Page/Document/RecommendationStatementDraft/breast-cancer-screening1>

Genius™ 3D MAMMOGRAPHY™ exams are only available on the Hologic Selenia® Dimensions® system. Physicians should be consulted about the benefits and risks associated with mammography.

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