

"I opted for a Genius<sup>™</sup>  
3D<sup>™</sup> Mammography exam  
because early detection  
is what saved my life."

– **SHERYL CROW**

Breast Cancer Survivor and  
Nine-Time GRAMMY<sup>®</sup> Award Winner

## The Genius<sup>™</sup> 3D Mammography<sup>™</sup> Exam FREQUENTLY ASKED QUESTIONS

### Why should I get a Genius<sup>™</sup> 3D Mammography<sup>™</sup> exam?

The Genius<sup>™</sup> exam provides better, earlier breast cancer detection compared to 2D alone.<sup>1-7</sup> Greater accuracy means better breast cancer detection and a reduced chance of additional screenings. The Genius exam is proven to:



Provide **better, earlier** breast cancer detection<sup>1-7\*</sup>



Reduce unnecessary callbacks by up to **40%**<sup>2-5\*</sup>



Find on average, **20-65%** more invasive cancers than conventional mammography alone<sup>2</sup>

### What should I expect during my Genius<sup>™</sup> 3D Mammography<sup>™</sup> exam?

The process of a Genius<sup>™</sup> exam is the same as a conventional 2D exam. 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 for an exam proven to be more accurate.<sup>1-7\*</sup>

### Who can have a Genius<sup>™</sup> 3D Mammography<sup>™</sup> exam?

The Genius exam is more accurate for women of all ages, with both dense and non-dense breasts, and the Genius exam is the only mammogram FDA approved as superior for women with dense breasts.<sup>1-7</sup>

### What about radiation?

Genius exams is comparable to a conventional 2D mammogram when using low dose software.<sup>8</sup>

### How does the Genius<sup>™</sup> 3D Mammography<sup>™</sup> exam work?

The Genius 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 exam consists of a 2D and 3D<sup>™</sup> image set, where the 2D image can be either an acquired image or a 2D image generated from the 3D<sup>™</sup> image set.

Early detection saves lives. For more information, please visit [MyGenius3D.com](http://MyGenius3D.com).

**genius3D**  
MAMMOGRAPHY EXAM<sup>™</sup>

# The Genius™ 3D Mammography™ Exam

## Reasons to Get Screened



### BETTER, EARLIER DETECTION

The only mammogram FDA approved as superior for women with dense breasts<sup>1-7\*</sup>



### GREATER PEACE OF MIND

Reduces unnecessary callbacks by up to 40%<sup>1-7\*</sup>



### MORE ACCURATE

Finds 20-65% more invasive breast cancers than conventional mammograms alone<sup>2</sup>

## Key Facts



### 1 IN 8 WOMEN

will develop breast cancer in her lifetime<sup>9</sup>



### 8 OUT OF 9 WOMEN

diagnosed with breast cancer have no family history<sup>10</sup>



But, with early detection, the five-year survival rate is almost

### 100%<sup>11</sup>



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\* Compared to 2D mammography alone.

#### REFERENCES

1. FDA submissions P080003, P080003/S001, P080003/S004, P080003/S005 2. Results from Friedewald, SM, et al. "Breast cancer screening using tomosynthesis in combination with digital mammography." JAMA 311.24 (2014): 2499-2507; a multi-site (13), non-randomized, historical control study of 454,000 screening mammograms investigating the initial impact the introduction of the Hologic Selenia® Dimensions on screening outcomes. Individual results may vary. The study found an average 41% (95% CI: 20-65%) increase and that 1.2 (95% CI: 0.8-1.6) additional invasive breast cancers per 1000 screening exams were found in women receiving combined 2D FFDM and 3D™ mammograms acquired with the Hologic 3D Mammography™ System versus women receiving 2D FFDM mammograms only. 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. Rafferty EA, Durand MA, Conant EF, et al. Breast Cancer Screening Using Tomosynthesis and Digital Mammography in Dense and Nondense Breasts. *JAMA* 2016 Apr 26;315(16):1784-6. 8. Data on file at Hologic. 9. National cancer Institute: <http://www.cancer.gov/types/breast/risk-fact-sheet> 10. 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. 11. American Cancer Society: <http://www.cancer.org/cancer/breastcancer/detailedguide/breast-cancer-survival-by-stage>

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.

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