

Front Desk/Scheduler: **Guide to talking** about the benefits of the Genius™ 3D MAMMOGRAPHY™ exam with patients



If patients call and ask if you offer the “Genius” exam, **your answer is YES!**

What is a Genius™ 3D MAMMOGRAPHY™ exam?

It is a superior mammogram.* In fact, it is the only mammogram proven to find 41% more invasive cancers, earlier, while reducing the chance that you will need to be called back for additional tests by up to 40%.¹⁻²

What makes it different?

A Genius exam is very similar to having a conventional mammogram but it is proven to be more accurate. Like a conventional mammogram, the technologist will position you, compress your breast and take images from different angles.

The difference is that the Genius exam captures multiple images or slices of the breast from several angles, creating a multi-layered breast image. Your doctor is then able to review your breast, one thin layer at a time, almost like turning pages in a book, which helps them make a more accurate diagnosis.*

Why should I get it?

A Genius exam is proven to produce more accurate results compared to a conventional mammogram. It is the biggest breakthrough in breast cancer detection in 30 years.



Frequently asked questions:

Is there any additional compression?

There's no additional compression required with the Genius exam, and it only takes a few seconds longer.

If asked about screening dose (for sites not using C-View™ software):

Very little X-ray dose is used during the Genius exam, just about the same amount as a traditional film mammogram and within the FDA safety standards for mammography.

If asked about screening dose (for sites using C-View software):

Very little X-ray dose is used during the Genius exam, just about the same as a conventional digital mammogram, and lower than a traditional film mammogram. The total patient dose is well within the FDA safety standards for mammography.

Facts about Genius exams:

- Only Genius exams have been proven to detect 41% more invasive breast cancers, earlier.¹ And early detection saves lives.
- Genius exams also reduce the chances that we will need to call you back for another look by up to 40%.¹⁻² This could help you avoid the stress, time, anxiety and out of pocket costs for an unneeded follow up.
- Genius exams are approved for all women who would be undergoing a standard mammogram regardless of age or breast type - or whether you are coming in for a screening and/or diagnostic mammogram.



*Compared to 2D mammography alone. Genius™ 3D MAMMOGRAPHY™ exams are only available on the Hologic Selenia® Dimensions® system.

1. Friedewald SM, Raerty EA, Rose SL, et al. Breast cancer screening using tomosynthesis in combination with digital mammography. JAMA. 2014;311(24):2499-2507.
2. Rose S, Tidwell A, Bujnock L, et al. "Implementation of Breast Tomosynthesis in a Routine Screening Practice: An Observational Study." American Journal of Roentgenology. 2013 Jun; 200(6): 1401-1408. Epub 2013 May 22

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