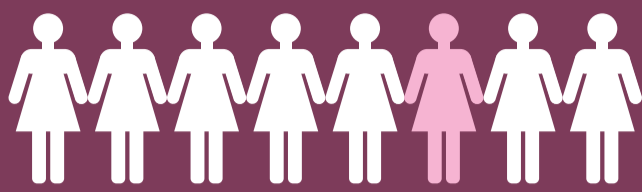


3-D MAMMOGRAM? WHY HAVE A



1 IN 8

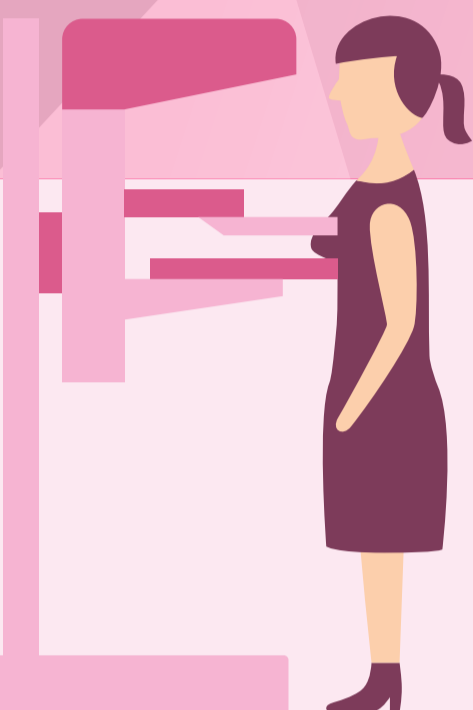
WOMEN WILL DEVELOP BREAST CANCER IN HER LIFETIME.

Finding and treating breast cancer early dramatically increases your odds of survival.¹

Localized: 99% relative 5-year survival rate*
Regionalized: 84%†
Metastasized: 26%‡

WOMEN WHO HAVE REGULAR MAMMOGRAMS

are more likely to catch developing breast cancer early, when it can be treated more successfully and with less invasive methods.



15–20%

Screening with mammography has been associated with a 15–20% relative reduction in mortality from breast cancer.²

71%

A recent study found that 71% of women who died of breast cancer were not undergoing regular mammography screening.³

3-D MAMMOGRAPHY creates clearer images, improving breast cancer detection while reducing unnecessary procedures.

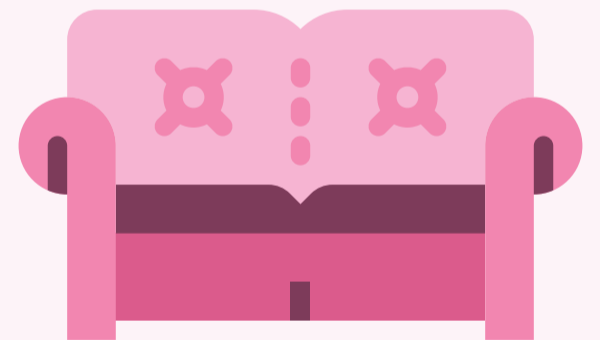
41%

3-D mammography has been shown to increase the detection of invasive cancers by 41%.

At the same time, 3-D technology was shown to reduce the number of patients called back after a mammogram for further tests by 15%.⁴

ENHANCED COMFORT

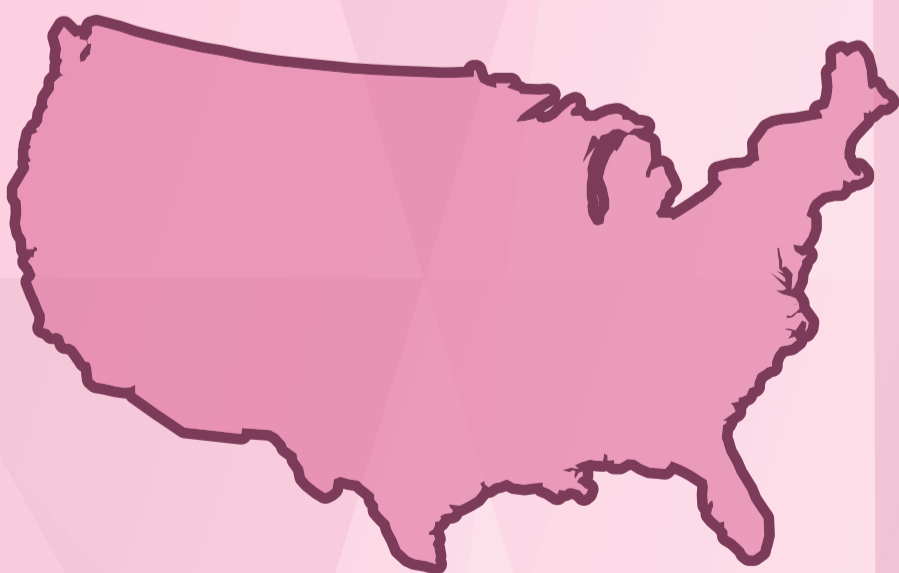
Iowa Radiology uses the Hologic Genius 3-D mammography exam with SmartCurve compression. SmartCurve mirrors the natural shape of a woman's breast to deliver even pressure and eliminate pinching for a more comfortable exam.



WHAT ABOUT RADIATION?



WHILE THE RISKS OF UNDETECTED BREAST CANCER ARE CONSIDERABLE, mammography delivers a very small dose of radiation, posing an extremely low risk of harm.



The average person in the U.S. receives about 3 mSv of radiation from natural sources over the course of a year.⁵

The Genius low-dose 3-D mammogram delivers only 1.45 mSv of radiation.

So, the radiation dose from an annual 3-D mammogram is about half of what you're exposed to each year simply by living on the earth.

Federal regulations set the maximum radiation dose for mammograms at 3 mSv—more than twice the dose delivered by a Genius 3-D mammogram.

*This indicates that patients are 99% as likely as those in the general population to live at least 5 more years.
†Limited spread beyond the cancer's initial location
‡Cancer has spread to other organs

Diagnostic & Preventative Imaging Center
515-226-9810

Iowa Radiology
Diagnostic & Preventative Imaging Center

1. "Understanding Breast Cancer Survival Rates." *Komen.org*, 5 Nov 2015. Web. 30 Jan 2017. | 2. "Breast Cancer Screening PDQ." *PubMed Health*. National Center for Biotechnology Information, 1 Dec 2016. Web. 30 Jan 2017. | 3. Webb, et al. "A failure analysis of invasive breast cancer: most deaths from disease occur in women not regularly screened." *Cancer*, 15 Sept 2014. Web. 30 Jan 2017. | 4. Friedewald, et al. "Breast Cancer Screening Using Tomosynthesis in Combination With Digital Mammography." *JAMA*, 25 June 2014. Web. 30 Jan 2017. | 5. "Radiation Dose in X-Ray and CT Exams." *Radiologyinfo.org*. Radiological Society of North America, Inc., 5 April 2016. Web. 30 Jan 2017.