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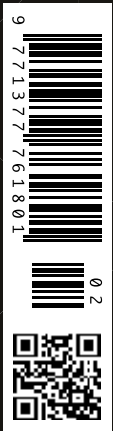
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Reinventing breast tomosynthesis

Expanding leadership based on clinical evidence



Lori Fontaine

Global Vice President of Clinical Affairs, Hologic, USA

In early September, Hologic launched the new 3Dimensions™ mammography system, a breast tomosynthesis system with the fastest and highest resolution, in EMEA. I recently had the pleasure of showcasing this cutting-edge device at the European Society of Breast Imaging (EUSOBI) Annual Scientific Meeting, where a number of radiologists from a variety of regions congregated.

The Hologic team conducted robust research that revealed clinicians across Europe continue to emphasise the importance of accuracy, clarity, dose and workflow when it comes to breast imaging devices. Fortunately, the 3Dimensions system features are designed to specifically address those areas of interest. The system's Clarity HD high-resolution 3D™ imaging, which reduces recalls by up to 40 percent compared to 2D alone, provides the industry's fastest, highest resolution 3D images to accelerate screening and analysis. In addition, the 3Dimensions system offers Intelligent 2D™ imaging technology, which works with Clarity HD technology to deliver unprecedented clarity, contrast and detail at a lower dose. Intelligent 2D imaging technology features smart mapping, which enables radiologists to instantly move from suspicious areas detected on the 2D image to the point of interest on the 3D slice, saving time and optimising workflow. Finally, with the help of its Intelligent 2D imaging technology, the 3Dimensions system results in a 45 percent dose reduction with a generated 2D image compared to 2D FFDM alone.

Hologic's 3D Mammography™ exam, which detects up to 65 percent more invasive breast cancers and is the only mammogram approved by the U.S. Food and Drug Administration as superior for women with dense breasts compared to 2D alone, is available on the 3Dimensions system. The 3Dimensions system is already installed in several sites in Europe, and it is a truly exciting step forward in Hologic's ongoing efforts to innovate breast screening technology that meets both clinicians' and patients' needs across the globe.

As a woman who participates in breast cancer screening and is passionate about ensuring women have access to the best technology available, I know first-hand how important it is to develop equipment that factors in insights from both radiologists and patients to improve the experience. These insight-driven advancements in technology must be supported by strong clinical evidence, and I look forward to continuing the work on the next innovations that aim to do just that from Hologic. ■



The 3Dimensions™ system from Hologic.