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## Hologic & Bayer Partner for Global Enhanced Mammography Solutions to Imaging Centers



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*Partnership Includes Education and Training to Increase Clinician Confidence in the Use of CEM, an Emerging Breast Imaging Modality*

Hologic Inc. and Bayer announced an international partnership to deliver contrast-enhanced mammography (CEM) solutions to improve the detection of breast cancer for women in multiple countries across the European, Canadian and Asia Pacific regions.

CEM is a highly sensitive and relatively low-cost breast imaging modality that combines digital mammography with the administration of a contrast agent to support breast cancer diagnosis and guide treatment decisions.<sup>1</sup>

The partnership brings together the companies' leading technologies (Hologic mammography gantries and Bayer CEM-approved injection systems) to enable the administration of contrast media during a mammography examination. With the new agreement, Bayer and Hologic aim to optimally support radiologists and their teams' needs by providing a comprehensive product package along with the hands-on training needed to effectively implement CEM into their facility's workflow.

"Over the past several years, we've seen an increased interest in contrast-enhanced mammography as an additional diagnostic modality. Our partnership with Bayer will enable clinicians around the world to offer CEM as part of the breast cancer diagnostic workflow," said Tanja Brycker, Vice President, Strategic Development, Breast and Skeletal Health and GYN Solutions at Hologic. "As one of the world leaders in mammography and women's health, we are committed to enabling healthier lives everywhere, every day. By increasing access to additional breast imaging technology to women across the globe, our international partnership with Bayer is a compelling example of that commitment in action."

"Breast cancer is the world's most prevalent cancer,<sup>2</sup> impacting millions of women and their loved ones around the globe," said Gerd Krueger, President of Radiology at Bayer. "Accurate and timely detection is crucial to improve patient outcomes and save patients' lives. We are excited to join forces with Hologic to deliver a comprehensive solution to our customers and increase access to an emerging breast imaging modality that can help improve diagnostic accuracy as well as provide an alternative imaging option for many women who need it."

**Source:** [Hologic](#)

### References:

<sup>1</sup> Covington MF. Contrast-Enhanced Mammography Implementation, Performance, and Use for Supplemental Breast Cancer Screening. *Radiol Clin North Am.* 2021 Jan;59(1):113-128. doi: 10.1016/j.rcl.2020.08.006. Epub 2020 Oct 29. PMID: 33222993.

<sup>2</sup> World Health Organization. Breast Cancer. <https://www.who.int/news-room/fact-sheets/detail/breast-cancer#:~:text=As%20of%20the%20end%20of.increasing%20rates%20in%20later%20life>. Last accessed 6 September 2023.

Published on : Thu, 21 Sep 2023