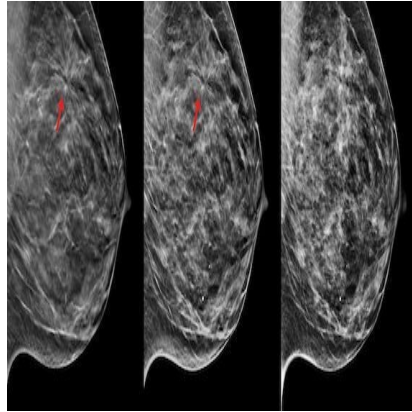




3D Mammography Named 'Hottest Clinical Procedure' For The Fourth Consecutive Year



Breast Tomosynthesis technology developed by Hologic Inc. tops industry "Minnies" and "Best in KLAS" annual awards.

It was announced that two leading healthcare organizations recently recognized Hologic, Inc.'s 3D mammography technology, also known as breast tomosynthesis, with important industry awards.

As a leading developer, manufacturer and supplier of premium diagnostic products, including medical imaging systems and surgical products with an emphasis on serving women's healthcare needs, the company pioneered the 3D mammography which was named the 'Hottest Clinical Procedure in 2013' by AuntMinnie.com, the leading worldwide radiology web content provider.

It was also awarded the highest rating out of 140 imaging products evaluated in the 2013 "Best in KLAS" annual customer satisfaction survey, and recognised as the category leader in digital mammography.

David Harding, Hologic Group Vice President - Women's Health, believes that Hologic's 3D mammography is fast becoming the standard of care in breast cancer screening. He went on to state that industry recognitions such as these reinforce the belief in the technology's capabilities of detecting cancers at an earlier stage, when a patient's potential for successful treatment is at its greatest.

In the 2013 annual recognition of excellence in radiology, 3D mammography was named the 'Hottest Clinical Procedure' for the fourth consecutive year by the readers and editors of AuntMinnie.com in the "Minnies" awards. It emerged as the winner from over 200 candidates after two rounds of voting. Also recognized was Hologic's Affirm 3D guided breast biopsy procedure, achieving second place in the Best New Radiology Device category.

Brian Casey, Editorial Director at IMV Publishing, the publisher of AuntMinnie.com, pointed out that the "Minnies" expert panel chose digital breast tomosynthesis (DBT) as the 'Hottest Clinical Procedure' despite the dominance of CT experienced this year. He went on to say that this was not surprising however, since breast tomosynthesis was already having a significant effect on mammography, and he added that recently published research papers continued to highlight the clinical benefits of tomosynthesis, ranging from an enhanced cancer detection ability to sharply lowering recall rates.

The "Best in KLAS" awards also recognised Hologic's 3D Dimensions system, giving it the 2013 'Best in Digital

Mammography' accolade, rating it highest out of the 140 imaging products evaluated.

Adam Gale, president of KLAS, stated that Best in KLAS awards recognised those who had gone above and beyond their customers' expectations. Explaining the awards' value further, he explained that their goal was to assist healthcare providers and the industry to easily identify those vendors who were performing well on a continual basis.

Hologic Inc. further announced that its 2D Selenia and its 2D Dimensions systems were ranked second and third, respectively, in the digital mammography category, making 2013 the second consecutive year that Hologic mammography systems have been ranked in the top three places in this category.

The Best in KLAS awards are an annual ranking of the best-performing medical equipment and infrastructure vendors, based on evaluations submitted by thousands of healthcare providers throughout the United States and Canada. KLAS is a research firm specializing in monitoring and reporting on the performance of healthcare vendors.

Source: Hologic <http://www.hologic.com/>

5 November 2013

Published on : Wed, 6 Nov 2013