



**HealthManagement.org**

*Promoting Management and Leadership*

---

## **Hologic CEO Steve MacMillan & Sheryl Crow Will Be Ringing the Nasdaq Opening Bell on October 3**



---

Hologic, Inc. (Nasdaq: HOLX) has announced that breast cancer survivor and Grammy Award-winner Sheryl Crow will join Steve MacMillan, the Company's Chairman, President and Chief Executive Officer, to ring the Nasdaq Opening Bell on October 3, in conjunction with the start of Breast Cancer Awareness Month.

Hologic's participation in the bell ringing marks the start of a month-long series of national events and media appearances to increase awareness of the Genius™ 3D MAMMOGRAPHY™ exam, the only mammogram clinically proven to detect cancer 15 months earlier than traditional 2D screenings.<sup>i</sup> The Genius™ exam also has been shown to reduce unnecessary callbacks by up to 40 percent, and detect 41 percent more invasive cancers than conventional mammography alone.<sup>ii,iii</sup>

"We are honored to ring in Breast Cancer Awareness Month with our spokeswoman, Sheryl Crow, who shares Hologic's steadfast commitment to educating women on the importance of early detection," said MacMillan. "Early detection saves lives, and our hope is that by the end of this month every woman across the country knows that a more accurate mammogram, the Genius™ exam, finds more invasive cancers, faster, than traditional mammography."

Crow, a breast cancer survivor marking 10 years since her diagnosis, will participate in a series of national and regional media interviews throughout the month. In addition, Hologic teams will educate women at a variety of events in 10 cities across the nation, including Dallas, TX, Phoenix, AZ, Birmingham, AL, and Pittsburgh, PA. The Company also will sponsor American Cancer Society Making Strides Against Breast Cancer and Susan G. Koman Race for the Cure walks in multiple markets where Hologic sites are located. Hologic will support these efforts with a national advertising campaign featuring Crow via print, billboard and online ad placements. All campaign materials will drive consumers to a [microsite](#) where women can learn more about the technology and find imaging sites offering the Genius™ exam.

"Ten years ago, I was diagnosed with breast cancer after a routine mammogram," said Crow. "Fortunately, it was caught early and I'm now cancer-free. I'm proud to be working with Hologic during Breast Cancer Awareness Month to urge women to take advantage of the best, and most accurate, screening technologies available."

Genius™ 3D MAMMOGRAPHY™ exams have been available in the U.S. since 2011, and are only available on the Hologic Selenia® Dimensions® mammography system. More than 100 clinical studies have proven the effectiveness of this exam and in 2015, an estimated 10 million women in the U.S. benefited from a Genius™ exam. Additional information, as well as a locator to find imaging sites offering the exams, can be found at <http://Genius3DNearMe.com>.

### **Webcast Information**

Hologic's participation in the Nasdaq Opening Bell ceremony will be aired live at <https://new.livestream.com/NASDAQ/live> and with closed captioning on the Nasdaq MarketSite tower in Times Square. A video of the Opening Bell ceremony will be archived for one year on the Nasdaq site.

### **Reference:**

- i McDonald ES, Oustimov A, Weinstein SP, et al. Effectiveness of Digital Breast Tomosynthesis Compared With Digital Mammography. JAMA Oncol. 2016.
- ii Friedewald SM, Rafferty EA, Rose SL, et al. Breast cancer screening using tomosynthesis in combination with digital mammography. JAMA. 2014;311(24):2499-2507.
- iii Rose SL, Tidwell AL, Bujnoch LJ, et al. Implementation of breast tomosynthesis in a routine screening practice: an observational study. AJR Am J Roentgenol. 2013;200(6):1401-1408.

**Source & Image Credit:** [Hologic](#)

Published on : Fri, 30 Sep 2016