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## Hologic Kicks Off Breast Cancer Awareness Month by Ringing the Nasdaq Opening Bell



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### **Chenoweth to Serve as Spokeswoman for National Campaign to Increase Insurance Coverage of Hologic's Genius™ 3D Mammography™ Exam --**

Hologic, Inc. (Nasdaq: HOLX) announced that award-winning actress and singer Kristin Chenoweth will join Steve MacMillan, the Company's Chairman, President and Chief Executive Officer, to ring the Nasdaq Opening Bell on October 1, the first day of Breast Cancer Awareness Month.

This is the 10th year in a row that Nasdaq has invited Hologic to preside over its Opening Bell ceremony to kick off Breast Cancer Awareness Month.

"Hologic's *Genius™ 3D Mammography™* exams are the market leader for breast cancer screening," MacMillan said. " *Genius™ 3D* exams allow doctors to see cancers and precancerous cells more clearly than conventional mammography. They detect significantly more invasive breast cancers, while simultaneously reducing false positives."

Clinical studies have shown that *Genius™ 3D Mammography™* exams are more accurate than traditional 2D mammograms alone.

The *Genius™* exam is the only mammogram proven to reduce callbacks by up to 40 percent, and detect 41 percent more invasive cancers than 2D screenings.<sup>1,2</sup>

During Breast Cancer Awareness Month, Chenoweth will serve as spokeswoman for a national campaign to encourage insurance companies to cover *Genius™ 3D Mammography™* exams. Chenoweth, who is touring the country in support of her latest album, *Coming Home*, is the daughter of a two-time breast cancer survivor and understands how important it is that women have access to the best screening options available.

"Even though one in eight women will develop breast cancer<sup>3</sup>, not all insurance carriers cover the more accurate 3D screening procedure that's available to fight against the disease," Chenoweth said. "That's why I'm partnering with Hologic and urging women across the country to speak up. If breast cancer is found early, the five-year survival rate is almost 100 percent<sup>4</sup> – that's a great reason to seek out this technology and encourage your insurance carrier to fully cover the exam."

As part of the campaign, Chenoweth will conduct interviews throughout October with national and regional media outlets. In addition, a social media campaign will include the support of additional high-profile celebrities.

The *Genius™ 3D Mammography™* exam is FDA-approved and available on the Hologic Selenia® Dimensions® system. Since 2011, over 8 million women in the U.S. have benefited from the exam. Additional information, as well as a locator to find imaging sites offering *Genius™ 3D Mammography™* exams, can be found at <http://mygenius3d.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.

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

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