
Hologic Ranked #1 for Mammography Service, System Performance and Customer Satisfaction



--Global leader in women's health once again recognized with three IMV ServiceTrak™ Awards for mammography--

[Hologic, Inc.](#), an innovative medical technology company primarily focused on improving women's health, swept the 2021 IMV ServiceTrak™ Awards for Mammography, taking home awards for Best Service, Best Customer Satisfaction, and Best System Performance. This is the ninth consecutive year Hologic has been ranked first in the industry for Mammography System Performance and Customer Satisfaction and the seventh year running for Mammography Service.

"Since bringing the Genius® 3D Mammography™ exam to market, we have consistently received top marks for mammography," said Jennifer Meade, Hologic's division president, Breast & Skeletal Health Solutions. "We are thrilled to receive this recognition once again from IMV, reinforcing our standing as the partner of choice for facilities seeking superior breast health technology, exceptional service and support, and unwavering reliability – so that our customers may focus on what truly matters, providing the best care possible to their patients."

Hologic's Genius exam is the only mammogram FDA approved as superior to conventional mammography for all women, including those with dense breasts.^[1] It also detects 20-65% more invasive breast cancers compared to 2D mammography alone. ^[2]

"Many of our customers new come to Hologic to access our industry-leading equipment and technology, and they stay with us because of our exceptional service and support," said Erik Anderson, president of Global Services at Hologic. "As the most highly ranked service provider in the mammography industry,^[3] our SureCare® Services stand apart from the rest, allowing our customers to deliver the best care possible, uninterrupted."

SureCare Service from Hologic offers a variety of service plans designed to help customers get the most out of their investment. Options within plans include maximum uptime guarantees, predictive analytics* to address equipment issues before they occur, and state-of-the-art connectivity to provide real-time insights on how to optimize business and clinical outcomes. The Company's 750-strong team of veteran service and support experts includes factory-trained field engineers solely focused on servicing Hologic systems, in addition to highly qualified clinical applications specialists who assist new users along every step of setup, on-site training, and beyond.

To learn more about SureCare Service from Hologic, visit www.Hologic.com/SureCare-Service.

SOURCE: Hologic, Inc.

* Available on select systems

References:

[1] FDA Approvals P080003, P080003/S001, P080003/S004, P080003/S005

[\[2\]](#) Results from Friedewald, SM, et al. "Breast cancer screening using tomosynthesis in combination with digital mammography." JAMA 311.24 (2014): 2499-2507; a multi-site (13), non-randomized, historical control study of 454,000 screening mammograms investigating the initial impact the introduction of the Hologic Selenia® Dimensions ® on screening outcomes. Individual results may vary. The study found an average 41% (95% CI: 20-65%) increase and that 1.2 (95% CI: 0.8-1.6) additional invasive breast cancers per 1000 screening exams were found in women receiving combined 2D FFDM and 3D™ mammograms acquired with the Hologic 3D Mammography™ System versus women receiving 2D FFDM mammograms only.

[\[3\]](#) IMV ServiceTrak™ Mammography Ratings from 2012-2021. IMV is a recognized leader in market research and online publishing for the medical diagnostic imaging market.

Published on : Thu, 10 Feb 2022