
Hologic Receives Top Honors for Mammography Performance, Service and Customer Satisfaction at RSNA



Hologic was recognized with three IMV ServiceTrak™ Imaging Awards at this year's RSNA in Chicago, continuing a longstanding track record of excellence in mammography service.

The company received awards for Best Service, Best Customer Satisfaction and Best System Performance. This is the 11th consecutive year Hologic has ranked first in the industry for Mammography System Performance and Customer Satisfaction and the ninth year for Mammography Service.

"We are thrilled to receive continued recognition for our leadership in mammography. The IMV Imaging Awards are a prestigious honor and ranking number one in these categories for so many consecutive years is a statement to our incredible service team and their unmatched dedication to our customers and their patients," said Erik Anderson, President of the Breast and Skeletal Health Solutions Division at Hologic.

[Hologic](#) is the company behind the Genius™ 3D Mammography™ exam. Only the Genius 3D Mammography exam is FDA approved as superior for women with dense breasts compared to 2D alone.¹ It also detects 20%-65% more invasive breast cancers compared to 2D mammography alone.² SureCare™ Service from Hologic offers a variety of service plans designed to help customers get the most out of their investment. SureCare plan options include uptime guarantees, predictive analytics* to address equipment issues before they occur and state-of-the-art connectivity to provide real-time insights on optimizing business and clinical outcomes.

Hologic's team of over 700 certified Field Engineers is solely focused on servicing customers in partnership with qualified Clinical Application Specialists to ensure a seamless experience from the first interaction and over the course of ownership.

"It's an honor to receive this recognition from IMV once again, which is a reflection of our team's exceptional work and partnership with our customers," said Mark Horvath, Corporate Vice President, Global Services. "We are committed to delivering unparalleled support to our customers through our SureCare Service offerings so they can provide exceptional care and treatment experiences to their patients."

Learn more about [SureCare Service](#) from Hologic.

Source: [Hologic](#)

Reference:

* Available on select systems

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

3 11.24 (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%

© For personal and private use only. Reproduction must be permitted by the copyright holder. Email to copyright@mindbyte.eu.

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.

Published on : Mon, 11 Dec 2023