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## KLAS Report Shows Hologic Continuing to Lead the U.S. Breast Tomosynthesis Market



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### Mammography customers highlight Hologic's high image quality, strong customer support, and market-leading product innovations

Hologic has announced that the Company received top marks from U.S. mammography providers in a new independent report from KLAS Research, with 96 percent of customers reporting that Hologic systems are worth the investment.<sup>1</sup>

In the KLAS report, *Tomosynthesis 2016*, doctors, directors of radiology and c-suite executives scored Hologic highest in overall product satisfaction and confidence that the company will continue to lead the development of the tomosynthesis market. The in-depth survey, which was not commissioned by Hologic, surveyed decision makers at 48 organizations with breast tomosynthesis systems installed.

"Hologic seems to be the only company that really understands the tomosynthesis market," a director of radiology told KLAS. "It was clear from our implementation and our usage of their system that they are a full generation ahead of other vendors. Everybody else is playing catch up." Hologic has scored highest in the mammography market in all five KLAS Tomosynthesis reports.

Provider respondents noted Hologic's high image quality, strong customer service, and implementation guidance as key reasons for new system purchases. Additionally, more than 91 percent of respondents reported a sense of confidence that Hologic's pace of development will continue to allow for leadership in tomosynthesis product innovation — a significantly higher score than that of other manufacturers.

"In the new KLAS Tomosynthesis report, providers conclude once again that the most-preferred mammogram technology available is Hologic's Genius™ 3D MAMMOGRAPHY™ exam," said Pete Valenti, Hologic's Division President, Breast and Skeletal Health Solutions. "Hologic is committed to leading this market, and we believe there is no company more dedicated to this industry. The KLAS report shows that mammography providers are seeing and feeling our strong investment in research and development, as well as our commitment to customers. We are committed to developing for our customers the best products that deliver superior clinical value, patient satisfaction and cost effectiveness."

The Genius™ 3D MAMMOGRAPHY™ exam is FDA-approved and only available on the Hologic Selenia® Dimensions® system. The Genius™ exam is the only mammogram proven to reduce unnecessary callbacks by up to 40 percent, and detect 41 percent more invasive cancers than conventional mammography alone.<sup>2,3</sup> Additional information, as well as a locator to find imaging sites offering Genius™ 3D MAMMOGRAPHY™ exams, can be found at <http://mygenius3d.com/>.

### References:

- 1 "Tomosynthesis 2016. Performance Report." © 2016 KLAS Enterprises, LLC. All rights reserved. [www.KLASresearch.com](http://www.KLASresearch.com)
- 2 Friedewald SM, Rafferty EA, Rose SL, et al. Breast cancer screening using tomosynthesis in combination with digital mammography. JAMA. 2014;311(24):2499-2507.
- 3 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.

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