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Planned Win Award for Digital Mammography Design

Since its inception in 1998, the Medical Design Excellence Awards (MDEA) competition has been the premier awards program for the medical technology community, recognising both design achievements and healthcare contributions of medical product manufacturers.

Entries were evaluated on the basis of their design and engineering features. The evaluation consisted of criteria such as product innovation, design and engineering achievement, end-user benefit, and cost-effectiveness in manufacturing and healthcare delivery.

The awarded Planned Nuance Full Field Digital Mammography (FFDM) System was commended for its design concept that combines ultimate digital imaging performance with exquisite design and user ergonomics. Planned Nuance is top of the line FFDM unit for both digital screening and diagnostic mammography. What is more, the unit design incorporates several novel innovations, such as MaxView Breast Positioning System and Side Access Patient Positioning. The thoughtful design also improves mammography acceptance by lowering patient anxiety.

A comprehensive review of the entries was performed by an impartial, multidisciplinary panel of third-party jurors with expertise in biomedical engineering, human factors, industrial design, medicine, and diagnostics. The 2008 jury selected 33 winners in ten medical product categories. The award ceremony was held in New York City on June 4.

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