



## RSNA 2013: KLAS Brief: Breast Imaging is Changing



With increasing emphasis at RSNA around women's imaging, KLAS investigates how that imaging landscape is changing

As breast-density regulations become ever more prevalent, healthcare providers are increasingly turning to ultrasound and tomosynthesis technology. The latest KLAS brief entitled *3 Things You Need to Know About Breast Imaging*, finds that while mammography is still the primary modality, ultrasound and tomosynthesis are gaining momentum.

KLAS is a research firm on a global mission to improve healthcare delivery, and by working with thousands of healthcare executives and clinicians, KLAS gathers data on software, services, medical equipment and infrastructure systems to deliver timely reports, trends and statistical overviews.

In this new KLAS brief the ways that ultrasound works hand in hand with mammography for Breast-density advocacy is discussed, as an increase in both patient and provider awareness has resulted in improved technology and applications for general ultrasound, as well as the development of automated breast ultrasound. The vast majority (90%) of the providers surveyed expressed their reliance on ultrasound for breast imaging after mammography, with tomosynthesis equally receiving overwhelmingly positive feedback: 98% of providers surveyed stated that they would buy a tomosynthesis product again, and 87% reported that they had a positive ROI, even without receiving reimbursements.

According to Monique Rasband, report author and research director at KLAS, some providers were leading a shift in the approach to women's imaging, and as other providers reviewed their imaging strategies, their understanding of their peers' experience with various technology and vendors could have a critical impact on how they proceed.

The vendors discussed in the brief include FUJIFILM, GE Healthcare, Hologic, Philips and Siemens. For more information about this study, check out the full brief, [3 Things You Need to Know About Breast Imaging](#), or visit KLAS at RSNA at booth #7308.

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