



**HealthManagement.org**

*Promoting Management and Leadership*

---

## **Sheryl Crow is Hologic's National Celebrity Spokesperson for New Breast Cancer Educational Campaign**



---

### **Award-winning performer and breast cancer survivor to educate women about early detection and the Genius™ 3D MAMMOGRAPHY™ exam**

Hologic, Inc. (NASDAQ: HOLX) has announced that nine-time Grammy award-winning singer, songwriter and breast cancer survivor Sheryl Crow will serve as national spokesperson to educate women about a more accurate mammogram, the Genius™ 3D MAMMOGRAPHY™ exam. 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>[1],[2]</sup>

One in every eight women will develop breast cancer in her lifetime, but if caught early, the five-year survival rate is nearly 100 percent.<sup>[3],[4]</sup> Crow, a breast cancer survivor marking 10 years since her diagnosis, understands the critical importance of early detection and is committed to ensuring women across the country are educated on the life-saving technologies available to them.

"Early detection saves lives — it's that simple," said Crow. "Women need to be advocates for their health, and that means getting annual mammograms starting at age 40 and taking advantage of the best, and most accurate, technologies available. I opted for a Genius™ exam because early detection is what saved my life — it's a woman's best chance at survival, and it's a chance we all deserve."

In April, Hologic launched a national campaign, the [Better Mammogram Poll](#), educating women about the benefits of the Genius™ 3D MAMMOGRAPHY™ exam — which is proven to detect cancer 15 months earlier than traditional 2D screenings — as well as providing women with tools to easily find local facilities offering the Genius™ exam.<sup>[5]</sup> Crow will be an integral part of the campaign, educating women through various media efforts, including a satellite media tour and social media outreach. The campaign will continue through Breast Cancer Awareness Month 2016.

"It's an honor to join forces with such a well-known artist and breast cancer survivor days before National Cancer Survivors Day," said Pete Valenti, Hologic's Division President, Breast and Skeletal Health Solutions. "We remain resolute in our commitment to developing innovative new technologies, like the Genius™ exam, which detects more invasive cancers than conventional mammography, improving a woman's chance of survival. We look forward to working with Sheryl as we continue to spread the message that early detection saves lives."

As part of the Company's commitment to helping people survive cancer, Hologic will donate \$30,000 to [Stand Up To Cancer](#), a program of the Entertainment Industry Foundation focused on raising funds to accelerate the pace of research to get new therapies to patients quickly and save lives now. The donation is part of the Company's larger pledge to make 30 donations of up to \$30,000 each during its 30th anniversary year to select non-profit organizations focused on education and healthcare.

The Genius™ 3D MAMMOGRAPHY™ exam is FDA-approved and available on the Hologic Selenia® Dimensions® system. 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] Friedewald SM, Rafferty EA, Rose SL, et al. Breast cancer screening using tomosynthesis in combination with digital mammography. JAMA. 2014;311(24):2499-2507.

[2] 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.

[3] National Breast Cancer Foundation, Inc. Stages 0 & 1: what does it mean to have stage 1 breast cancer? National Breast Cancer Foundation, Inc. <http://www.nationalbreastcancer.org/breast-cancer-facts>. Accessed on: March 31, 2015.

[4] Breastcancer.org. US breast cancer statistics. Breastcancer.org. [http://www.breastcancer.org/symptoms/understand\\_bc/statistics](http://www.breastcancer.org/symptoms/understand_bc/statistics). Accessed on: May 25, 2016.

[5] McDonald ES, Oustimov A, Weinstein SP, et al. Effectiveness of Digital Breast Tomosynthesis Compared With Digital Mammography. JAMA Oncol. 2016.

**Source & Image Credit:** [Hologic](#)

Published on : Thu, 2 Jun 2016