



## Volume 15 - Issue 4, 2015 - Cover Story

### Women's Imaging



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As the debate continues over optimal mammographic screening ages and intervals, technology is moving apace. Tomosynthesis is being rapidly adopted by healthcare providers, who either upgrade existing 2D units or purchase new 3D units. The market is also becoming more consumer-driven due to increased patient awareness of breast density and breast cancer risk factors and breast density legislation in many states. "Patients are knowledgeable about women's imaging and are seeking out healthcare organisations that use top-performing equipment for their procedures", says report author Monique Rasband. "Patient satisfaction is driving industry innovation and leading organisations to proactively inform the public now about their updated imaging technology."

Are these new women's imaging technologies living up to their promise? KLAS Research spoke to healthcare providers, and their new report is *Women's Imaging: Are the New Technologies Delivering Promised Benefits?*

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### 3D Tomosynthesis

Hologic, as the first to the U.S. Market, is the dominant vendor. Hologic is well regarded for innovative technology, high image quality and its C-view dose reduction technology. Siemens and GE are beginning to compete after GE's offering was approved in August 2014 and Siemens in April 2015. Siemens sites report smooth implementation and high image quality. GE sites have reported integration issues that delay implementation.

### Ultrasound

Toshiba received the highest overall satisfaction score due to their development of new technology, engaged support and adequate image quality and workflow with the breast application. Philips is highly regarded for breast ultrasound image quality in the EPIQ and iU22 systems, and providers report that the workflow is improving. Siemens' image quality meets most providers' needs, and another strength of Siemens is its diverse applications overall. GE Healthcare's LOGIQ series delivers consistent image quality.

#### **Automated Breast Ultrasound**

GE's Invenia ABUS system is highly regarded, scoring 8.1 for image quality and workflow. However, healthcare providers cannot easily justify purchase of an ABUS system, when general ultrasound is so competitive. Siemens' customers are interested in its system that can combine general and automated breast ultrasound into one unit.

The full report by Monique Rasband, *Women's Imaging: Are the New Technologies Delivering Promised Benefits?* is available from [KLAS Research](#), [klasresearch.com](http://klasresearch.com)

About KLAS Research KLAS is a research and insights firm on a global mission to improve healthcare delivery by amplifying the provider's voice. Working with thousands of healthcare professionals and clinicians, KLAS gathers data and insights on software, services and medical equipment to deliver timely reports, trends and statistical overviews. The research directly represents the provider voice and acts as a catalyst for improving vendor performance

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