GE HEALTHCARE: WORKING TO IMPROVE CANCER DETECTION IN WOMEN WITH DENSE BREASTS

FACTS ABOUT
3D SENOGRAFHE PRISTINA™
Senographe Pristina provides breast images using 3D technology
GE 3D mammography is more accurate at finding breast cancers than 2D mammography¹
Senographe Pristina was designed by women, for women
The Senographe Pristina 3D mammography machine is more inviting and more comfortable than many other mammography machines, providing a better overall breast exam experience
Senographe 3D Pristina has the lowest radiation dose of any FDA-approved 3D mammography machine² – the same as a 2D mammogram²

FACTS ABOUT
INVENIA™ ABUS AND BREAST ULTRASOUND
Invenia ABUS is a breast ultrasound device that uses sound waves to view breast tissue
Breast ultrasound can identify suspicious areas that mammograms don’t show and highlight breast changes in women with dense breasts³
Breast ultrasound can help determine if a lump is a fluid-filled cyst or a possible cancer
Mammography combined with Invenia ABUS detects breast cancer 55% better than mammography alone.
There is no radiation or pain with breast ultrasound

DID YOU KNOW?
Having dense breasts may increase your risk of breast cancer⁴

INTERESTING TIDBIT
Most states require that radiologists inform women if they have dense breasts⁵

BY THE NUMBERS
Mammography may miss over 1/3 of cancers in dense breasts²
About half of breast cancers in women getting annual mammograms with 2D digital mammography will be missed³
One in ten 2D screening mammograms have a false positive result but 3D mammography can reduce that rate⁶ ⁷ ⁸

STUDIES SHOW
The main reason women don’t get mammograms is fear of pain¹¹
Controlling how much your breast is compressed during a mammogram can reduce your pain¹²
3D mammograms can find more breast cancers than 2D mammography alone, especially for women with dense breast⁹ ¹⁰

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3. Superior diagnostic accuracy demonstrated in a reader study comparing the ROC AUC of GE screening protocol (V-Preview + 3D CC/MLD with 3D in STD mode) to that of 2D FFDM alone. V-Preview is the 2D synthesized image generated by GE Seno Iris mammography software from GE DBT images. FDA PMA P130020 http://www.accessdata.fda.gov/scripts/cdrh/cfdocs/cfpma/pma.cfm?id=P130020.


Imagination at work

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