



Media Release

Date: June 6, 2018

Tillsonburg, ON

### **State of the Art Mammogram Now Available at Tillsonburg Hospital**

Tillsonburg District Memorial Hospital (TDMH) is delighted to announce it will be offering patients a new option in mammograms with the Senographe Pristina by GE Healthcare. One in eight Canadian women is expected to develop breast cancer in her lifetime<sup>1</sup>. Evidence shows that finding breast cancer early reduces a woman's risk of dying from the disease by 25-30 percent or more<sup>2</sup>. For many women, the number one reason they don't schedule a mammogram is because of the fear and anxiety from the potential result and exam discomfort.

"This new mammography machine is an essential tool to provide patients with early and accurate detection of cancer," says Sandy Jansen, President and CEO of TDMH. "We are committed to ensuring we can provide access to state-of-the-art technology that is focused on providing a better patient experience like Senographe Pristina to care for the patients in our community."

Senographe Pristina was developed by women, for women with the goal of increasing comfort and reducing patient anxiety during mammograms. This innovative mammography system replaced traditional design with rounded edges and a thinner image detector to create a more pleasant experience for women, as well as armrests that position women to relax rather than tense up during the compression and image acquisition process. It also has an inviting appearance with elegant lighting that promotes a sense of calm.

Senographe Pristina offers patients the opportunity to use the industry's first patient-assisted compression device, which allows women to control the application of breast compression under the supervision of a technologist to minimize the perceived pain and discomfort often associated with a mammogram. After the breast is properly positioned by the technologist, the patient can use a handheld wireless remote control to adjust the compression based on the patient's comfort level.

"No woman should miss out on the potentially life-saving benefits of regular mammograms out of fear or anxiety of discomfort," says Agnes Berzsenyi, President and CEO of GE Healthcare Women's Health. "Senographe Pristina was designed with empathy. It humanizes the mammography experience by increasing comfort and reducing patient anxiety. The system's potential to help increase the number of annual screening exams is a critical advancement in women's healthcare."

Results from patient surveys in Europe prove the new design is providing a more comfortable exam.

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<sup>1</sup> <http://www.cancer.ca/en/cancer-information/cancer-type/breast/statistics/?region=bc>

<sup>2</sup> [http://www.breastcancer.org/symptoms/testing/types/mammograms/benefits\\_risks](http://www.breastcancer.org/symptoms/testing/types/mammograms/benefits_risks)

More than 80 percent of patients surveyed rated their experience with Senographe Pristina as better than with previous systems<sup>3</sup>, and four out of five women who used the patient-assisted compression device found it improved the comfort of their exam<sup>4</sup>.

For the technologists, the design features mean they are better able to focus on precise positioning, making exams easier and faster. This may reduce the need for a repeat scan due to poor quality pictures. GE Healthcare's digital breast tomosynthesis (DBT) delivers superior diagnostic accuracy at the same low dose as a 2D Full-field digital mammography (FFDM<sup>5</sup>), the lowest patient dose of all 3D FDA-approved systems.<sup>6</sup>

This state of the art equipment was made possible by the generous donations of our community. "Donors to the TDMH Foundation have supported the mammography unit and are excited that this new equipment will further enhance breast care in our community," says David Corner, Executive Director of the Tillsonburg District Memorial Hospital Foundation.

Tillsonburg District Memorial Hospital is a designated breast cancer screening site for the Ontario Breast Screening Program (OBSP) and screens over 2000 patients per year. For those not captured by the OBSP screening guidelines, TDMH also offers routine and diagnostic mammograms for another 1600 patients.

We would like to welcome the community to the Mammography Suite open house on June 20 from 5:30-7:30 p.m. to see the new Pristina and allow us to thank you personally for your continued support.

Note: Picture attached.

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<sup>3</sup> IPSOS Patient Satisfaction Study sponsored by GE Healthcare, conducted with 315 patients across 2 sites in Europe, February 2017.

<sup>4</sup> IPSOS Patient Satisfaction Study sponsored by GE Healthcare, conducted with 160 patients who used patient-assisted compression across 2 sites in Europe, February 2017. Data on file.

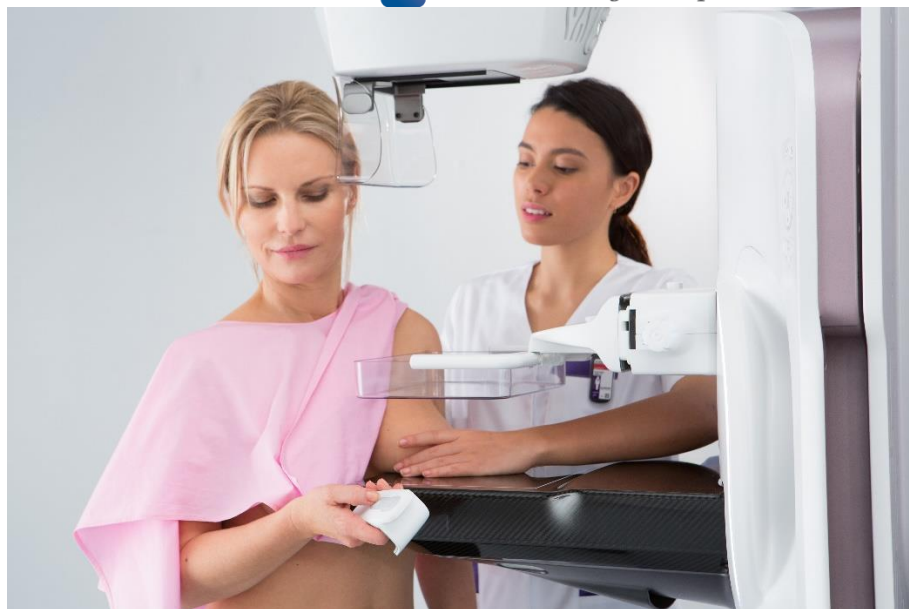
<sup>5</sup> Superior diagnostic accuracy demonstrated in a reader study comparing the ROC AUC of GE screening protocol (V-Preview + 3D CC/MLO with 3D in STD mode) to that of 2D FFDM alone. V-Preview is the 2D synthesized image generated by GE Seno Iris mammography software from GE DBT images. FDA PMA P130020 <http://www.accessdata.fda.gov/scripts/cdrh/cfdocs/cfpma/pma.cfm?id=P130020>.

<sup>6</sup> Comparison of patient dose delivered by FDA approved DBT devices as of February 2018 for a breast of average density, based on data presented in [1-2] and data on file. Device comparison includes GE SenoClaire, GE Senographe Pristina 3D in STD mode, Hologic Selenia Dimensions, Siemens Mammomat Inspiration, Fuji Aspire Cristalle [1. Bouwman, R. W. and al., et. 2015, Physics in Medicine & Biology, pp. 7893-7907; 2. NHSBSP Equipment Reports 1306, 1404, 1307, and on Fujifilm AMULET Innovality.]



# Tillsonburg District Memorial Hospital

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