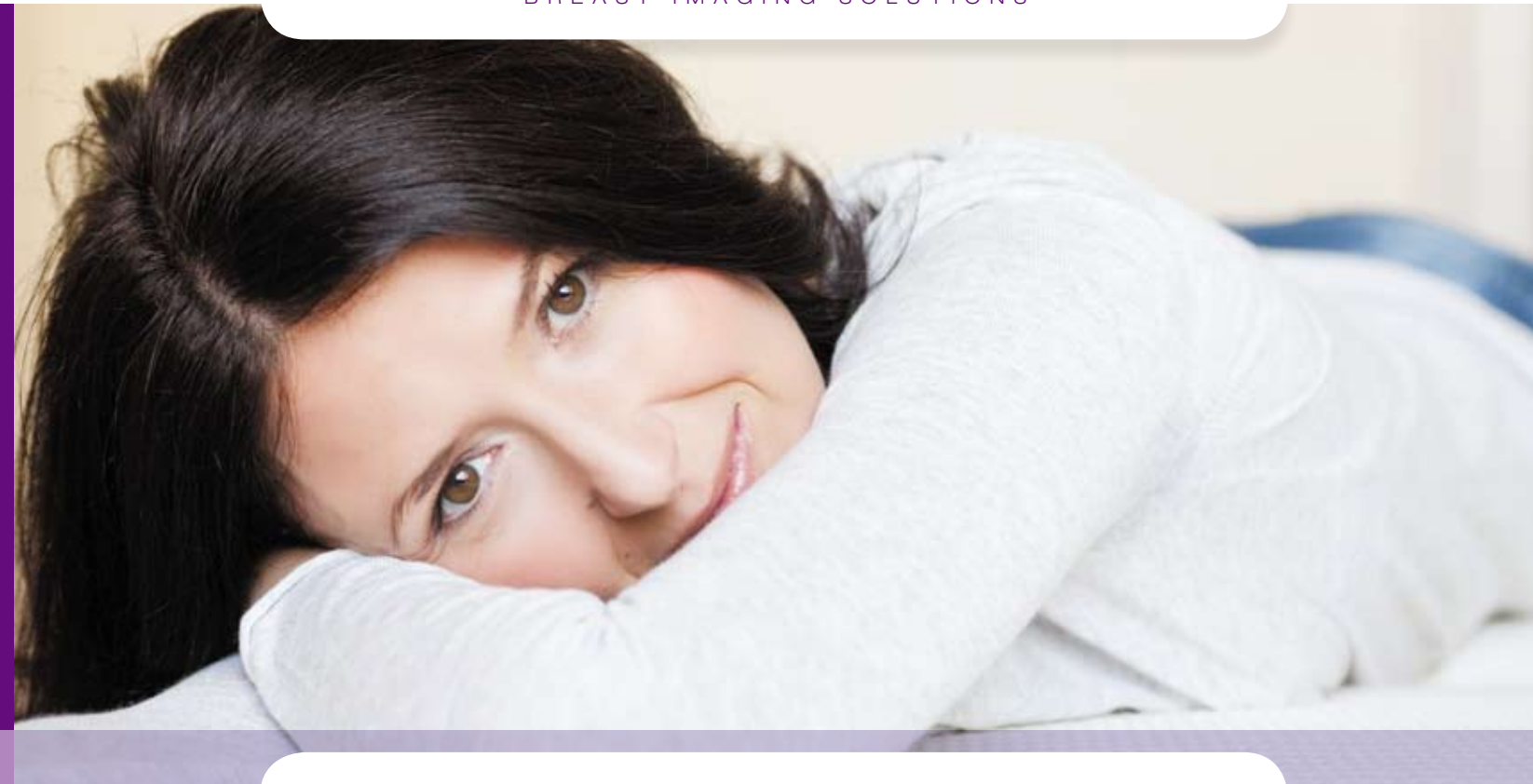


Hologic is defining the standard of care in women's health. Our technologies help doctors see better, know sooner, reach further and touch more lives. At Hologic, we turn passion into action, and action into change.

BREAST IMAGING SOLUTIONS | INTERVENTIONAL BREAST SOLUTIONS | BONE HEALTH  
PRENATAL HEALTH | GYNECOLOGICAL HEALTH | MOLECULAR DIAGNOSTICS



## MammoPad® Compassionate Care and Confident Results

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## A Softer Mammogram for your patients

Many women experience some degree of pain or discomfort during a mammogram. Some women may even avoid or delay having their annual mammogram due to the discomfort associated with the exam. Early detection dramatically improves survival rates, so missing an annual exam could have devastating outcomes for women.

That is why we are proud to include MammoPad™ as part of our women's health standard of care. MammoPad is a soft, warm breast cushion used during a mammogram that helps relax the patient, often resulting in better tissue acquisition.

While the breast cushion provides compassionate care for the patient, it does not create a need for increased dose or compromise the high level of image quality needed for a routine mammogram.

### Better Patient Care, Improved Patient Satisfaction

The most frequently reported source of pain in mammography is compression, followed by discomfort caused by the sharp edges of the image receptor. Until recently, pain control was limited to the use of relaxation techniques and patient controlled compression.

MammoPad breast cushion helps to reduce patient anxiety and gives them a softer, more comfortable mammogram. In fact, MammoPad reduces discomfort by 50% for three out of four women.<sup>1,2</sup>



*"The breast cushion helps positioning in so many ways. It warms the mammography device. It makes patients more receptive to the technologist. The soft foam is also a perfect surface, because once we position a patient's breast, it stays there."*

– Ellen Everett-Masseti, R.T.  
St. John Hospital and Medical Centers  
Detroit, MI

**MammoPad reduces discomfort by 50% for three out of four women.**<sup>1,2</sup>



*"I was very pleasantly surprised that such a thin pad made such a huge difference in comfort. MammoPad is definitely a huge step forward for womankind."*

– D.C. Powers, Hollywood, CA

### Optimized Positioning Means Better Imaging

MammoPad provides a warm surface between the patient and the image receptor, relaxing the patient's pectoral muscle. This allows the technologist to obtain more of the chest wall in the image and ensures even compression of the breast. The cushion's grip-like surface holds breast tissue in place to ensure optimal positioning.

When combined with positioning training, MammoPad has been shown to significantly increase tissue acquisition in all four shared views.<sup>3,4</sup> The radiolucent cushion can be used with both digital and analog mammography.

### Better Mammography, Better Business

There are many business benefits to including MammoPad into your practice. Imaging centers and hospitals that have added MammoPad to their mammography services have seen an increase in patient volume and revenue, as well as an increase in patient satisfaction and loyalty. Using MammoPad during a digital mammogram creates a high-technology, soft touch experience for patients. This unique combination ensures your patients have the most compassionate care possible and confident clinical results.

**More than 14 million women have already benefited from MammoPad.**

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