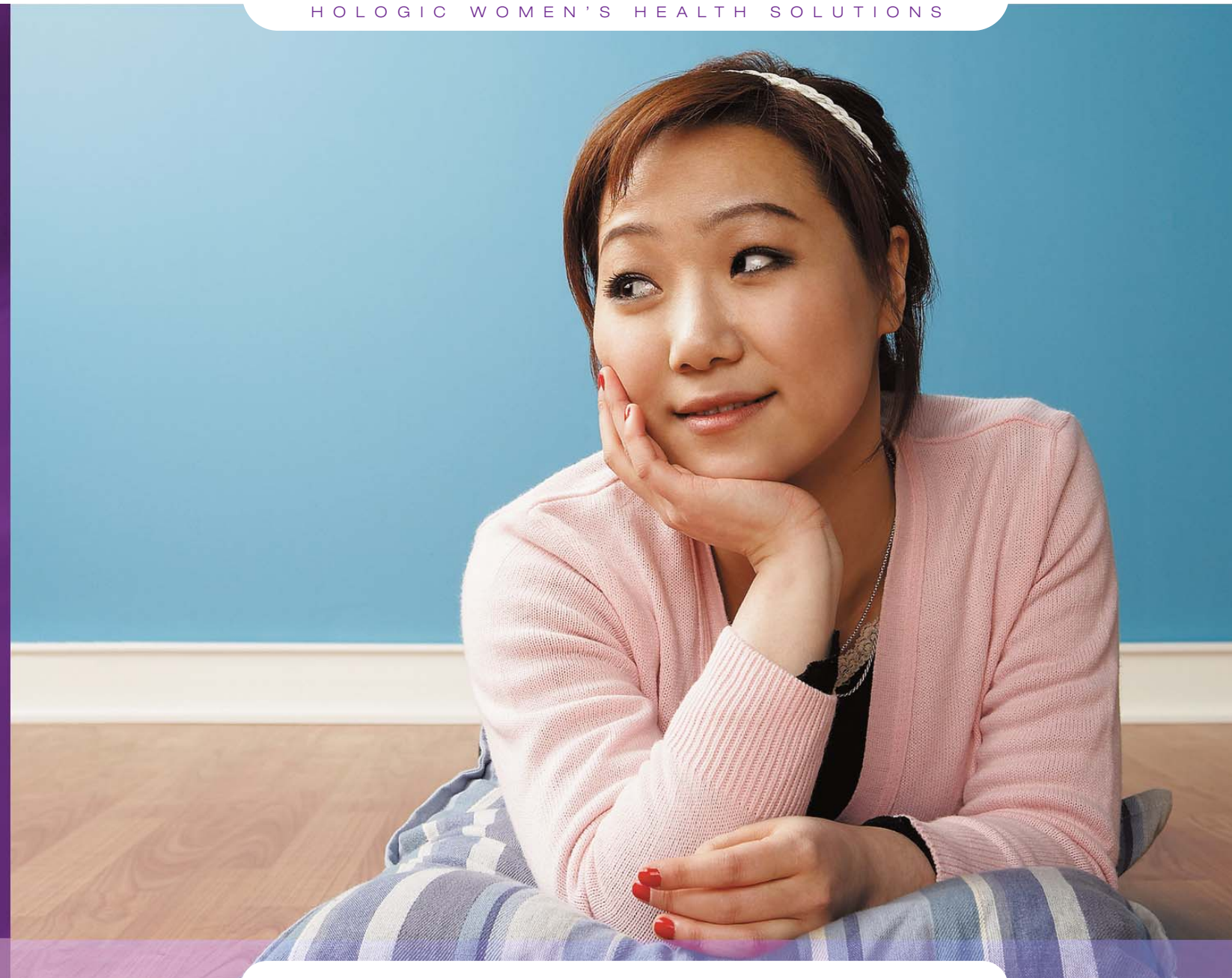


Hologic is defining the standard of care in women's health. Our technologies help doctors see better, know sooner, reach further and touch more lives. At Hologic, we turn passion into action, and action into change.

BREAST CANCER DETECTION | BREAST BIOPSY SOLUTIONS | BONE HEALTH SOLUTIONS



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MammoPad 
Compassionate Care
and Confident Results

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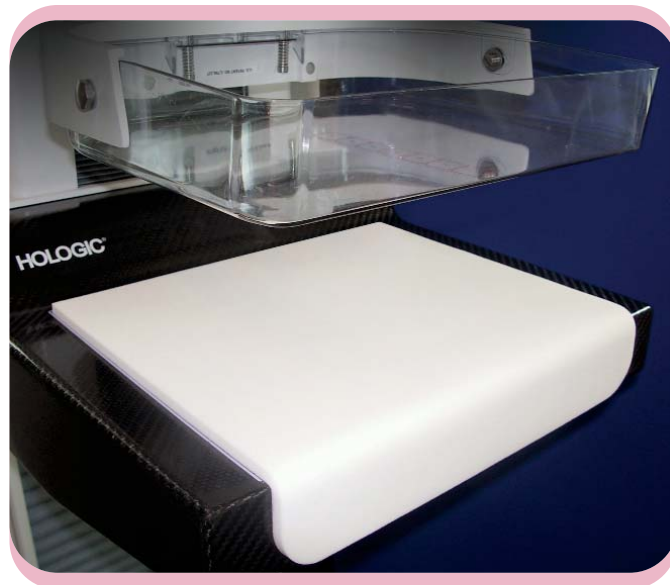
The **softest** mammogram for your patients

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.

MammoPad reduces discomfort by 50% for three out of four women.^{1,2}



References:

1. Markle, L., et al. "Reduction of Discomfort during Mammography Utilizing a Radiolucent Cushioning Pad." THE BREAST JOURNAL 10 (4) (2004) 345-9.
2. Tabar, L. et al. "Clinical Assessment of a Radiolucent Cushion for Mammography." ACTA RADIOLOGICA. 45 (2) (Apr. 2004) 154-8.

"Our study of the MammoPad with digital mammography demonstrated that women found the foam pads more comfortable, without any adverse affect on breast dose, positioning or tissue inclusion at the chest wall."

– R. Edward Hendrick, Ph.D.,
Research Professor and Director
of Breast Imaging Research,
Northwestern University

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 lowers patient anxiety and gives them a softer, more comfortable mammogram. In fact, MammoPad reduces discomfort by 50% for three out of four women.^{1,2}

3. Watt, A. Christine and Everett-Masseti, E. "Use of a Mammography Comfort Aid and Education to Improve Breast Positioning." NCBC Poster March-April, 2005, Las Vegas, NV
4. Coryell, T. "Increasing Mammography Tissue Acquisition through Positioning Training and Use of a Foam Breast Cushion." NCBC Poster, March 2006, Las Vegas, NV



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.^{3,4} The radiolucent cushion can be used with both digital and analog mammography.

"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

Increase Patient Volume & Revenue

- Within a 4-month period, an HCA facility in Florida improved departmental financial results by 32%.⁵
- A large, all-digital mammography center in Arizona increased the number of women choosing their facility by 23%.⁶
- An outpatient care center dedicated to high-tech, patient-focused care in Kentucky experienced a 99% increase in annual patient volume.⁷
- A state-of-the-art digital imaging center in central California experienced a patient volume increase of more than 60% by catering to women's concern about mammography discomfort and their desire to have the latest imaging technology.⁸

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-tech, 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

5. Edward White Hospital, St. Petersburg, FL. "Softer Mammogram Campaign: Improved Mammography Comfort Increases Breast Center Volume and Revenue." 2003
6. Labbe, L. "Investment in a Softer Mammogram Creates Sustainable Financial Improvement." NCBC Poster Presentation. March 2005
7. Neal, S. and Murphy R. "Increasing Revenue, Volume and Capacity by Marketing Digital Mammography and a Mammography Breast Cushion." ACHE (American College of Healthcare Executives) Poster Presentation, March 2007.
8. Ah Tye, G and Lauck, R. The Breast Center at Sequoia Imaging, Kaweah Delta Health Care District, Visalia, CA. "Marketing Digital Mammography and a Mammography Breast Cushion to Increase Capacity." Volume. 2005.