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PRESS RELEASE

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CRMC Radiology now Offers State-of-the-Art 3D Mammography Screening with the Improved Comfort of SmartCurve™ Technology

Cherokee Regional Medical Center is excited to announce that 3D mammography is now available through the CRMC Radiology Department. Utilizing Hologic's Genius™ 3D Mammography™ system, CRMC now offers advanced breast tomosynthesis technology. Genius exams are clinically proven to increase the detection of breast cancers, while also decreasing the number of women asked to return for additional testing.

The breast is a three-dimensional object composed of different structures located at different heights within the breast. These structures can overlap and cause confusion when viewed as a flat two-dimensional image. This confusion of overlapping of tissue is a leading reason why small breast cancers may be missed and normal tissue may appear abnormal, leading to unnecessary callbacks. Using breast tomosynthesis technology, the Hologic system creates a 3-dimensional image of the breast structure, which enables radiologists to more clearly see through overlapping tissue to detect cancers, often at an earlier stage.

A Genius exam includes both 2D images and tomosynthesis scans. During the tomosynthesis-DIMENSIONAL portion of the exam, an X-ray arm sweeps in a slight arc over the breast, taking multiple images. A computer then converts the images into a stack of thin layers, allowing the radiologist to review the breast tissue one layer at a time. A Genius exam requires no additional compression and takes just a few seconds longer than a conventional 2D breast cancer screening exam.

Cherokee Regional Medical Center is committed to the fight against breast cancer. In offering the Genius exam, the CRMC Radiology Department provides a more accurate tool for breast cancer screening. "Mammograms play such a critical role in the early detection of breast cancer. We feel that providing high quality 3D mammography services locally will encourage more women to schedule annual screenings," said Jessica Knippel, CRMC Radiology Manager.

Advantages of SmartCurve™ Technology

In addition, the CRMC Radiology Department is one of the first facilities in the area to offer the SmartCurve™ breast stabilization system to deliver a more comfortable mammogram without compromising image quality, workflow or dose. This latest innovation is part of CRMC's ongoing commitment to superior breast cancer detection and has the potential to increase screening volume and compliance for the countless women who have reported avoiding regular mammograms due in large part to the fear of discomfort associated with breast compression.

“With this new technology, we are not only able to provide a more comfortable mammogram, but can do so while maintaining clinical accuracy, which is key,” said Knippel. “We're hopeful that with the addition of the SmartCurve system, we'll be able to lessen the pain and anxiety associated with mammograms and, as a result, increase screening compliance.”

The SmartCurve system features a proprietary curved surface that mirrors the shape of a woman's breast to reduce pinching and allow better distribution of force over the entire breast. In a recent clinical study comparing the SmartCurve breast stabilization system to traditional flat paddle compression, the SmartCurve system improved comfort in 93 percent of women who reported moderate to severe discomfort with standard compression.

“We're excited to provide this first-of-its-kind technology to our patients and remain committed to offering the women of our community the best breast care possible,” added Knippel.

Anyone who is interested in scheduling a 3D mammography screening at CRMC is encouraged to talk to their healthcare provider.

To learn more about Genius 3D mammography with SmartCurve technology please feel free contact the CRMC Radiology Department at (712) 225-1501.



Photo 1- Jessica Knippel, CRMC Radiology Manager, explains the advantages of the SmartCurve™ breast stabilization system to one of her patients.



Photo 2- CRMC Radiology Mammography Technicians, left to right, Carrie Egdorf, Jessica Knippel, Kelly Buenger and Randi Turner, are proud to offer the Hologic Genius™ 3D Mammography™ system with SmartCurve™ technology. CRMC installed the new high tech 3D mammography system in February 2019.