A mammogram more likely to get it right the first time?*

I’d call that Genius.

#1 breast tomosynthesis exam referred by OBGYNs**

**Compared to 2D mammography alone
**Based on a ProVoice survey conducted by AlphainmpactRx

---

DETECTS 41% MORE INVASIVE BREAST CANCERS

DETECTS CANCER 15 MONTHS EARLIER

REDUCES FALSE-POSITIVE RECALLS BY UP TO 40%**
Why a Genius™ 3D MAMMOGRAPHY™ Exam Is a Smart Choice

In 2016, an estimated **246,660 new cases** of invasive breast cancer are expected to be diagnosed in women in the US. Clinically proven, innovative screening technology is critical for **better, earlier breast cancer detection.**

Breast cancer screening is vital for all women, especially those at higher risk due to:

- Age
- Genetics
- Personal history
- Chest radiation treatment
- Certain breast changes
- Race/ethnicity
- Body weight
- Reproductive history
- Hormone replacement therapy
- Breast density

Early detection is key.

Due to the high incidence of breast cancer in the US and the potential to reduce deaths from it when caught early, the American Congress of Obstetricians and Gynecologists (ACOG) recommends **annual mammograms for women beginning at age 40.**

*Compared to 2D mammography alone
Why take a 2D image of the 3-dimensional breast?

Genius™ exams deliver a series of clear, digital, high-resolution images of the breast. This enables breast tissue to be evaluated layer by layer in more detail, helping to screen for cancer, determine if additional testing is necessary, or dismiss a false-positive with confidence.¹

Case of a suspected lesion area that, with conventional 2D mammography, likely would have resulted in a false-positive recall for additional imaging. The output of a Genius™ exam with multiple images allows the reader to clarify that the tissue is normal.

Genius 3D MAMMOGRAPHY™ exams are the first to be FDA approved and proven superior to 2D mammography.³,¹⁰

In fact, compared with conventional 2D mammography, they:

- Detect 41% more invasive breast cancers²
- Reduce false-positive recalls by up to 40%³,⁴
- Detect cancer 15 months earlier³
- Boost positive predictive value (PPV) by nearly 50%⁵
Since 2011, over 10 million women in the US have been screened with a Genius 3D MAMMOGRAPHY™ exam.

Clinical studies have shown that all women, regardless of age or breast density, can benefit from a Genius™ exam. Plus, it’s covered and paid for by Medicare and a growing number of private insurers.

What women can expect.

Any woman who is due to have a conventional 2D mammogram can elect to have a Genius™ exam. With its clinically proven accuracy and advanced software capabilities, the Genius™ exam offers:

| Comparable exam experience | Less than 4-second scan time* | Same positions and breast compression |

<table>
<thead>
<tr>
<th>0 mSv (Low)</th>
</tr>
</thead>
<tbody>
<tr>
<td>8 mSv (High)</td>
</tr>
</tbody>
</table>

Low-dose radiation well within FDA guidelines

*Using Selenia® Dimensions® System with C-View™ Software

†MilliSievert (mSv) is a measure of the absorption of radiation by the human body
In fact, compared with conventional 2D mammography, they:

Why take a 2D image of the 3-dimensional breast?

- Evaluated layer by layer in more detail, helping to screen for cancer, determine if additional testing is necessary, or dismiss a false positive with confidence. 4
- Less than 1 in every 8 women will have breast cancer at some point in her lifetime. 5
- Clinically proven, innovative screening technology is critical for better, earlier breast cancer detection. 6
- Any woman who is due to have a conventional 2D mammogram can elect to have a Genius™ exam. With its clinically proven accuracy and advanced software capabilities, the Genius™ exam offers:

  - Detects cancer 15 months earlier 3
  - Covered and paid for by Medicare and a growing number of private insurers
  - Over 10 million women in the US screened since 2011

Since 2011, over 10 million women in the US have been screened with a Genius 3D MAMMOGRAPHY™ exam.

VISIT MYGENIUS3D.COM/ORDER

PATIENT EDUCATION DISCUSSION GUIDES, TO ORDER MORE GENIUS™ EXAM

REFERENCES:


Genius™ 3D MAMMOGRAPHY™ exams are only available on the Hologic Selenia® Dimensions® system.

MISC-03851 © 2016 Hologic, Inc. Hologic, 3D Mammography, C-View, Dimensions, Genius, Selenia, The Science of Sure, and associated logos are trademarks and/or registered trademarks of Hologic, Inc. and/or its subsidiaries in the US and/or other countries.
Is a Genius™ 3D MAMMOGRAPHY™ exam right for me?

Genius 3D MAMMOGRAPHY™ exams are clinically proven to provide more accurate breast cancer screenings.¹*  

Conventional mammograms provide doctors with a two-dimensional image of the three-dimensional breast. Overlapping layers of tissue can sometimes create unclear results, false alarms, or worse—cancer being missed.

**A Genius™ exam provides your doctor with a series of detailed images of the breast.** This allows them to better evaluate your breast tissue layer by layer, making fine details more visible and no longer hidden by overlapping tissue.² Because of its clinically proven increase in accuracy, a Genius™ exam can help reduce false-positive recalls for additional imaging.¹²

---

**WITH 2D**

**WITH A GENIUS 3D MAMMOGRAPHY™ EXAM**

Case of a suspected lesion area that, with conventional 2D mammography, likely would have resulted in a false-positive recall for additional imaging. The output of a Genius™ exam with multiple images allows the reader to clarify that the tissue is normal.

**YOUR GENIUS 3D MAMMOGRAPHY™ EXAM RECOMMENDATION**

- Name
- Procedure
  - Genius™ exam—Screening
  - Genius™ exam—Diagnostic

---

**SUPERIORITY OVER CONVENTIONAL 2D MAMMOGRAPHY**

- Detects 41% more invasive breast cancers¹
- Reduces false-positive recalls by up to 40%¹²
- Detects cancer 15 months earlier³

---

*Compared to 2D mammography alone
What to expect from a Genius™ 3D MAMMOGRAPHY™ exam.

If you've had a conventional 2D mammogram before, you’ll find the experience is comparable to a low-dose Genius™ exam.* The positioning and compressions are the same, but the result is multiple images in a less than 4-second scan time.†

When breast cancer is found early, the 5-year survival rate is almost 100%.4

It’s estimated that 1 in every 8 women will develop breast cancer within her lifetime.4 In 2016, approximately 246,660 new cases of invasive breast cancer are expected to be diagnosed in women in the US.5 That’s why a clinically proven, innovative screening technology that allows for better, more accurate detection is critical.*

Any woman who is due to have a traditional mammogram can elect to have a Genius™ exam. Clinical studies have shown that all women, regardless of age or breast density, can benefit from a Genius™ exam.6,7 Plus, it’s covered and paid for by Medicare, and a growing number of private insurers.

Get the mammogram you deserve. Tell your friends to do the same. Visit MyGenius3D.com/Info for more information.

*Compared to 2D mammography alone
*Using Selenia® Dimensions® System with C-View™ Software