

Say Yes Ma'am to the Mammogram

OSF HealthCare Newsroom

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BROADCAST SCRIPT

INTRO: AS TECHNOLOGY ADVANCES – SO DOES THE TREATMENT FOR BREAST CANCER. MANY OSF HEALTHCARE CLINICS HAVE USED 3-D MAMMOGRAPHY TO HELP DETECT CANCER IN PATIENTS.

TAKE VO

THIS TOOL HELPS DETECT BREAST CANCER EARLIER THAN 2D MAMMOGRAPHY WOULD BY TAKING MULTIPLE IMAGES INSTEAD OF JUST ONE STRAIGHT-DOWN PICTURE. THEN – A COMPUTER PRODUCES A 3-D IMAGE OF YOUR BREAST TISSUE IN ONE MILLIMETER SLICES... WHICH PROVIDES BETTER VISIBILITY FOR THE RADIOLOGIST TO SEE GREATER BREAST DETAIL... PARTICULARLY FOR THOSE WITH DENSE BREASTS. DR. JASON DAVIS – A RADIOLOGIST WITH OSF HEALTHCARE – SAYS THIS NEWER TECHNOLOGY HAS BEEN A GAME CHANGER TO BREAST CANCER DETECTION.

27 SECOND SOT

“There were still some components of sensitivity we were missing of women with dense breasts. The 3D mammography really helped that. Just going from digital mammography to 3D mammography was a really big leap. It helped us look at breasts in sections. It’s almost like looking at a CT scan. It helped with cancer detection in all women, but it helped a little bit more with women with denser breasts.”

VO TAG

ADVANCES IN MAMMOGRAPHY CAN BE CREDITED WITH DETECTING 80 TO 90 PERCENT OF BREAST CANCER IN WOMEN WITHOUT SYMPTOMS. IT’S RECOMMENDED THAT WOMEN OVER 40 TALK WITH THEIR HEALTHCARE PROVIDER ON WHEN THE BEST TIME IS TO BEGIN YEARLY MAMMOGRAMS.

VO/SOT #2

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TAKE VO

3-D MAMMOGRAPHY HELPS DETECT BREAST CANCER EARLIER THAN 2D MAMMOGRAPHY WOULD. THE 3-D MAMMOGRAM IS DONE ALONGSIDE THE 2-D DIGITAL MAMMOGRAM. THE X-RAY ARM SWEEPS IN A SLIGHT ARC OVER YOUR BREAST – AND TAKES MULTIPLE IMAGES INSTEAD OF JUST ONE STRAIGHT-DOWN PICTURE.

THEN – A COMPUTER PRODUCES A 3-D IMAGE OF YOUR BREAST TISSUE IN ONE MILLIMETER SLICES... WHICH PROVIDES BETTER VISIBILITY FOR THE RADIOLOGIST TO SEE BREAST DETAIL IN A WAY THAT WAS NEVER POSSIBLE BEFORE.

DURING HIS TIME WITH OSF HEALTHCARE – DR. JASON DAVIS SAYS HE’S SEEN MAMMOGRAPHY TECHNOLOGY CHANGE GREATLY.

18 SECOND SOT

“We went from film screen mammography, which is where someone takes an X-Ray and they print out a picture. Then the picture is hung and the radiologist reads it that way. We went from that to digital mammography (2D). That was a leap. That significantly increased cancer detection and helped women with denser breasts.”

VO TAG

WHEN IT COMES TO GETTING A MAMMOGRAM – DR. DAVIS SAYS THERE ARE “NO WRONG ANSWERS.” HE ADDS IF THERE ARE ONLY 2D MAMMOGRAMS OFFERED IN YOUR AREA – IT’S STILL BEST TO SPEAK WITH YOUR DOCTOR AND GET CHECKED IF ADVISED.