



# INNOVATION, INSPIRATION, TRANSFORMATION:

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Technology That Improves  
Diagnoses and Saves Lives





# INNOVATION

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*New imaging technology makes bold strides in finding cancer at the earliest stage possible, giving the best chance for cure.*

One in eight women is diagnosed with breast cancer during her lifetime. Breast cancer remains a leading cancer diagnosis among women, along with the 2,000 men who will seek treatment for breast cancer annually.

Early detection is a key component to reducing breast cancer deaths. Coupled with advanced treatment methods, early detection can be one of the strongest weapons in the fight against breast cancer.



# AT THE FOREFRONT OF BREAST CARE

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*An Earlier Detection, a Stronger Fight and a Critical Demand*

**H**enry Ford Health System is strengthening the fight against cancer through innovative technology that uses X-rays to create a 3-D picture of the breast.

Digital Breast Tomosynthesis (DBT) is similar to a routine digital mammogram, except that DBT provides a higher rate of cancer detection by allowing the radiologist to see thin sections of breast tissue. Cancer becomes easier to identify, even in dense breast tissue, while the rate of “false alarm” detections is reduced.

This important advance, sometimes referred to as 3-D mammography, allows breast radiologists to detect breast cancers that might otherwise be missed. Until recently, this technology has been available in only about one percent of institutions around the world. This technology is critical for women with dense breasts (estimated at more than 40 percent of all women).





## Battling Cancer on a Whole New Playing Field

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Henry Ford Health System seeks to purchase six to 10 DBT units to be placed for easy access in our Henry Ford facilities across southeast Michigan. This is a critical step that will allow the health system to stay at the forefront of breast care. Utilizing this cutting-edge technology will benefit patients through:

- **IMPROVED CANCER DETECTION AND FEWER “FALSE ALARM” DIAGNOSES:** Studies show that DBT finds 33 percent more breast cancer than digital mammography alone and at the same time decreases false positive assessments by 15 percent.
- **GREATER ACCURACY IN PINPOINTING LOCATION, SIZE AND SHAPE OF ABNORMALITIES.** The clear, focused picture will help doctors zero in on problem areas and determine a next course of action with more information at their disposal.



# INSPIRATION

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*Raising Awareness, Raising Support, Raising HOPE*

“This is an exciting time for innovation in mammography. Screening mammography has contributed to a 30 percent decrease in breast cancer deaths in the United States since 1990. A decade ago, digital mammography improved the ability of a mammogram to find breast cancer. Digital Breast Tomosynthesis (DBT) takes us a step further, making it easier to detect breast cancer, even in dense breasts. Early detection combined with improved treatment options will save more lives and will lead to a further decrease in death from breast cancer.”



**PATRICIA A. MILLER,  
M.D., DIRECTOR**  
*Division of Breast Imaging  
Henry Ford Medical Group  
Department of Radiology*  
Clinical Assistant Professor,  
Wayne State University  
School of Medicine

“When I was in medical school, breast cancer was diagnosed by palpation of a lump. The outlook was uniformly bad after treatment. We didn’t have mammograms. The impact of mammograms has been miraculous. Now we find most breast cancers before they are palpable. Mammograms progressively became more sensitive. The cure rate for breast cancer has improved by 30 percent in 30 years partly because of increasing use of mammograms. The continuing efforts to improve mammography with better technology has reached the point where we have available an FDA-approved technique that offers even earlier diagnosis, especially in younger women with dense breasts. Tomosynthesis is the technique of the decade.”



**DAVID NATHANSON, M.D.**  
*Director of Clinical Breast Care Services  
Surgical Oncologist  
Henry Ford Medical Group*  
Professor of Surgery,  
Wayne State Medical School





# TRANSFORMATION

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## *Bold Technology Now*

**H**enry Ford Health System aspires to make an immediate breast care impact on the communities in southeast Michigan. With your help, Henry Ford can offer this advanced technology to patients in the very near future. Our goal is to raise \$3-5M, which would purchase six to 10 machines (\$500K each) to be utilized beginning in 2015.

Support can be made in multi-year pledges, cash or stock.



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