

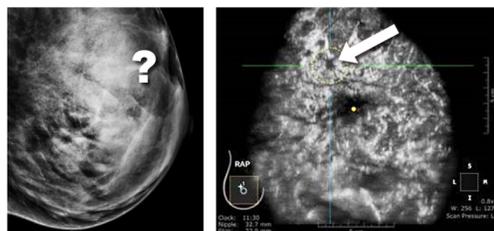
## 2021 Life Saving Detection for DENSE BREASTS

### Joint Effort between MedTech & Advocacy

July 27-29, 2021- Dr. Robert Bard (Cancer Radiologist) united with Joe Cappello's "Are You Dense" Advocacy to launch a comprehensive Dense Breast Screening Pilot program in NYC to address the many missed cancer cases from mammography of dense breast tissue. This effort offered a most assertive public awareness initiative and clinical screening program of its kind. Dr. Bard co-architected the program alongside the technical contribution of GE Healthcare to address the "mammo false negative" dilemma.



A health alert was first exposed by Dr. Nancy Cappello due to a false negative (or 'normal') mammogram report in 2003. From a second opinion with an ultrasound scan, she later detected a suspicious lesion which was confirmed as a stage 3c breast cancer that metastasized to 13 lymph nodes. In 2009, the Cappellos championed the Connecticut dense breast law, requiring screening centers to inform women of their dense breast tissue as this condition may impede cancer detection.



Mammogram of dense breast (sample image)

Invenia™ ABUS scan of dense breast showing a 0.7cm lesion\*

Prior to Dr. Cappello's passing in 2018, the success of their work continued to pass similar laws to 35 other states to date.

Dr. Bard echoed this health concern by implementing an integrative screening pilot program with the latest breast scanning innovation; the GE Invenia Abus 2.0, an automated breast ultrasound. "Clinical evidence has shown that mammography exams on their own aren't always reliable. Mammography, plus Automated Breast Ultrasound (ABUS) results can improve earlier detection of breast cancer, especially in women with dense breasts," said Brian McEathron, Vice President, General Imaging Ultrasound at GE Healthcare. "As breast ultrasound technology continues to advance, we are investing to continually improve image quality, workflow and patient comfort—all of which contribute to early detection and improved outcomes."



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The three days of dense breast screening received complete and confident approval from all attending patients. "Now I've found out [that] I do have dense breasts... having the ultrasound will in fact, rule out cancer without the radiation", said diagnostic patient Mrs. Deborah Katz.



L (Insert) Dr. Nancy Cappello / (R) Dr. Noelle Cutter

### DENSE BREAST OUTREACH 2.0

Dr. Nancy Cappello spearheaded the first global initiative about the many mis-diagnoses of dense breasts through mammography in 2004. From a recent screening program, cancer advocate and professional triathlete, Dr. Noelle Cutter gained startling awareness about the dangers of false negatives from her own dense breast scanning. She recently co-produced a video series (in Prevention101.org) highlighting Dr. Cappello's achievements while featuring a national ultrasound outreach women in the athletic community. "So many women still have no idea about the status of their breast density and are just as prone to the same false positive that afflicted Nancy Cappello... pushing to upgrade our detection standards can finally put a stop to late stage dense-breast related cancers".