



## **PROPOSAL FOR PARTNERSHIP: THE NYC BREAST SCANNING CENTER**

Dear Colleagues -

I am fortunate to serve the medical community at a time in history when diagnostic technology is at its highest in performance and response. For the past 30+ years, my NYC facility has supported countless patients from some of the top health centers and private practices with the latest in medical screening and diagnostic imaging alongside my expertise in radiological interpretation.

Today, I am delighted to offer an opportunity for us to build THE NYC BREAST SCANNING CENTER. Under a collective leadership of breast surgeons specializing in either cancer care or cosmetic procedures, this breast scanning center fulfills the best innovations in scanning needs while offering the best talents in diagnostic evaluation for general screening to pre and post-operative protocols.

Currently, my facility already carries much of the standard equipment for early detection including

- a well-maintained and serviced mammography system
- an expansive suite of top ultrasound imaging system including the 3D & 4D Doppler blood flow imaging / Vessel Density Histogram

Also, with the right visionary partners, we can collectively invest in groundbreaking new technologies like the GE Invenia ABUS scanner for dense breasts for the 30+ % of the population of women who need additional scans outside a mammogram. We endorse the imaging power of this technology for the future of all scanning, even beyond its original intended design.

Please review the attached press release and additional info on the ABUS. I look forward to discussing my proposal of what could be the ultimate breast scanning center, and one that could greatly benefit your practice and our patients.

Best regards-

Robert L. Bard, MD



# THE NYC BREAST SCANNING CENTER

A Partnership of the Bard Cancer Imaging Network

When imaging detects a region of interest or suspicion, it can also be used to direct selective biopsies to obtain very small tissue samples for further laboratory analysis (pathology). The use of imaging together with pathology gives the most accurate information about the size, location and aggressiveness of any cancer thus identified. At the NYC BREAST SCANNING CENTER, we subscribe to the advancement in current screening standards while providing our patients with the latest in safety and customized protocols for THEIR specific needs. We are also highly experienced and equipped to manage the population who have dense breast tissue, causing possible false negative scan reports with mammograms.



State of the Art Mammography



ABUS\* Dense Breast Scanning Suite



Expert diagnostic interpretation



Thorough pre/post-op cancer exam



Advanced Biofeedback Technology



## WHAT IS ABUS?

Clinical evidence is growing about the effectiveness of ultrasound for finding small, node-negative, invasive cancers missed by mammography. In 2018, GE Healthcare launched the Invenia automated breast ultrasound (ABUS) 2.0 system in the U.S. This FDA Approved ultrasound supplemental breast screening technology specifically designed for detecting cancer in dense breast tissue. When used in addition to mammography, Invenia ABUS can improve breast cancer detection by 55 percent over mammography alone. Invenia ABUS 2.0 supplemental imaging is designed for the screening environment, specifically for dense breast imaging. Invenia ABUS 2.0 diminishes operator variability and creates 3D ultrasound volumes to enable comprehensive analysis and comparison to multimodality exams.

CONCEPT FOR PROPOSAL ONLY



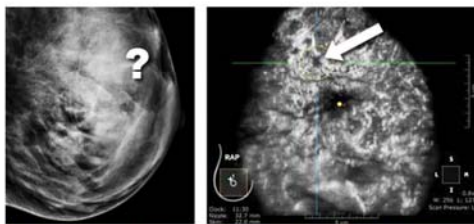
## 2021 Life Saving Detection for DENSE BREASTS

### 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."



Images used with permission from GE Healthcare \* Photo: Gale Keeran Center for Women

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](http://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".