

**TO MEDIA:**

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**FOR IMMEDIATE RELEASE**

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**CUTLINES:**

**AHEAD OF THE CURVE** - Dolores Heasley, lead mammography technologist at Excela Square at Latrobe, prepares for her next patient by cleaning the surface of the new SmartCurve system that was designed to improve comfort during the test. The system offers a curved compression surface that offers a more comfortable patient experience without compromising image quality. All mammograms performed at Excela Health use SmartCurve. Screening and diagnostic mammography are available in four locations: Greensburg, Latrobe, Mount Pleasant and North Huntingdon. For addresses, hours and registration details, visit [ExcelaHealth.org](http://ExcelaHealth.org) and search mammography

## **A MORE COMFORTABLE MAMMOGRAM**

### ***Excela Health Introduces SmartCurve™ Breast Stabilization System***

**GREENSBURG, PA, June 15, 2020** ... Officials at the Excela Health System today announced the introduction of Hologic's SmartCurve Breast Stabilization System into the spectrum of technology available through its Breast Health Center.

The SmartCurve System is designed to greatly improve comfort during breast compression, especially for women who experience pain using conventional flat compression panels. The SmartCurve system provides a curved compression surface

that offers a more comfortable patient experience without compromising image quality, exam time, dose or workflow.<sup>1</sup>

Featuring a proprietary curved surface that mirrors the shape of a woman's breast, the SmartCurve system reduces pinching and allows better distribution of force over the entire breast. It also features processing algorithms that ensure the preservation of image quality and accuracy.

The SmartCurve system is also contoured to follow both the shape of the breast **and** the chest. This facilitates more uniform compression as compared to flat paddles, while at the same time reducing the pressure needed to immobilize the breast.

“The beauty of SmartCurve is its combination of a more comfortable, yet highly effective scan of the breast,” said Sharon Goldstein, MD, FACS, and Director of the Breast Health Center at Excelsa. “This tandem can only serve to encourage women to be more compliant in seeking screening or baseline mammograms and regular follow-ups as part their routine healthcare regimen.”

Recent data reveals that pain is the number one complaint of women during a mammogram, with seven of 10 experiencing some degree of discomfort. Moreover, nearly 50 percent reported anxiety and fear of pain as the reason for never having a mammogram.

Over 90 percent of women who underwent mammography utilizing the SmartCurve system reported increased comfort during the procedure and 95 percent would recommend a facility that offers it.

“It would be logical that if we can improve the patient experience during a mammogram, we can improve the number of patients accessing this life-saving, diagnostic technology,” commented David Gray, DO, a staff radiologist who specializes in breast imaging at Excelsa Health. “SmartCurve is an important and effective tool in that objective and a material advance in breast health for women in Westmoreland County.”

Acquisition of the SmartCurve Breast Stabilization System was made possible through proceeds derived from the Westmoreland/Frick Hospital Foundation and its Black Tie for Hope Gala. “We are gratified to see such a tangible expression of what the Gala is meant to do,” said Ray Charley, Foundation Board Chair. “We thank our supporters for making such a material difference in the health of those who turn to Excela for care.”

Reference: 1. Smith, A. Improving Patient Comfort in Mammography. Hologic WP-00119 Rev 003 (2017)

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***About Excela Health:***

***Excela Health, a 578-bed, tertiary-based health System in Westmoreland County, PA, includes three hospitals – Excela Westmoreland Hospital, Excela Latrobe Hospital and Excela Frick Hospital – and serves more than 23,000 inpatients, 700,000 outpatients and 100,000 emergency visits annually. With more than 700 physicians and allied health professionals and 4,800 employees, Excela is a regional leader in clinical areas such as Cardiovascular Disease, Orthopedics and Emergency Medicine.***

***The System has been recognized by U.S. News & World Report among the nation’s Best Regional Hospitals and achieved Magnet Recognition®, the highest honor for nursing professionalism and superior patient care given by the American Nurses Credentialing Center. To learn more, visit [www.excelahealth.org](http://www.excelahealth.org).***

***About Hologic:***

***Hologic, Inc. is an innovative medical technology company primarily focused on improving women’s health and well-being through early detection and treatment. For more information on Hologic, visit [www.hologic.com](http://www.hologic.com).***