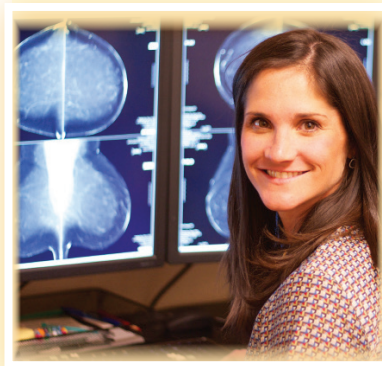


Learn the facts about Mammograms

Hello ladies of Elko! It's your friendly HDI radiologist, Dr. Pillsbury, here to discuss the stone cold facts about mammograms. There's a lot of confusion and untruths surrounding mammography that you may have heard from others or believed yourself. Don't let these myths prevent you from getting this important diagnostic procedure that can drastically impact the long-term quality and possible longevity of your life.



DR. KINSEY PILLSBURY, MD

Dr. Kinsey Pillsbury graduated with a B.S. in Mathematics from the University of Georgia. She completed her radiology residency at the University of Texas Southwestern Medical Center with an extra year of fellowship training in breast imaging. Dr. Pillsbury is a Board Certified Diplomate of the American Board of Radiology licensed in NV, CA, and TX.

Myth: *I no longer need a mammogram till I'm 50 and even then, I only need one every other year.*

Fact: The American College of Radiology as well as many others continues to recommend screening mammography BEGINNING AT AGE 40, ANNUALLY, FOREVER. There is extensive evidence that beginning screening at age 40 affords THE MOST LIVES SAVED.

- *Conflicting recommendations by other entities are vehemently rejected by most medical professionals and are based on health care cost savings rather than patient care.*

Myth: *I've heard mammograms don't save lives.*

Fact: Since its widespread implementation in the 1980's, mammography has lowered the risk of dying of breast cancer by at least 35%.

- *Cancers detected by screening are smaller and more treatable than those detected as a lump.*
- *5-year survival rates of the smallest cancers is 100% compared to 22% for more advanced, larger cancers.*
- *Thanks to the help of screening mammography, breast cancer is now often curable!*

Myth: *I have dense breasts so mammograms don't work on me.*

Fact: Mammography remains the GOLD STANDARD for early detection in women with dense breasts. All data proving its efficacy has included women with dense breast tissue.

Myth: *Radiation from mammography actually causes cancer.*

Fact: The amount of radiation from a mammogram is nearly a tenth of that which you will receive from nature alone this year.

- *Experts place your risk of getting cancer from imaging studies at 0.001-0.0001%, far lower than your lifetime risk of dying from cancer (20%).*

Myth: *I don't have a family history of cancer, so I don't need a mammogram.*

Fact: 80% of women diagnosed with breast cancer have NO family history of breast or other cancers.

Myth: *I can't afford a mammogram.*

Fact: Federal Law (the Affordable Care Act) provides that mammograms be given without a co-pay or deductible in plans starting after 8/1/2012 and Medicare covers 100% of the cost.

Myth: *I don't have time for a mammogram.*

Fact: We'll be opening our outpatient facility late this summer or in early fall in the A+ Total Care building. You'll soon find it easy and convenient to schedule your screening mammogram with High Desert Imaging, plus you'll appreciate:

- *Timely appointments and minimal wait times*
- *Free parking and a clean, comfortable lobby*
- *Prompt, 30-minute exams from start to finish, including paperwork*
- *Exceptional, attentive service from HDI staff for a relaxing, comfortable experience*

TAKE TIME TO MAKE YOUR HEALTH A PRIORITY
There's only one YOU, so don't let anything get in the way of your regular mammograms. You deserve the best care and HDI promises to deliver it to you.

