



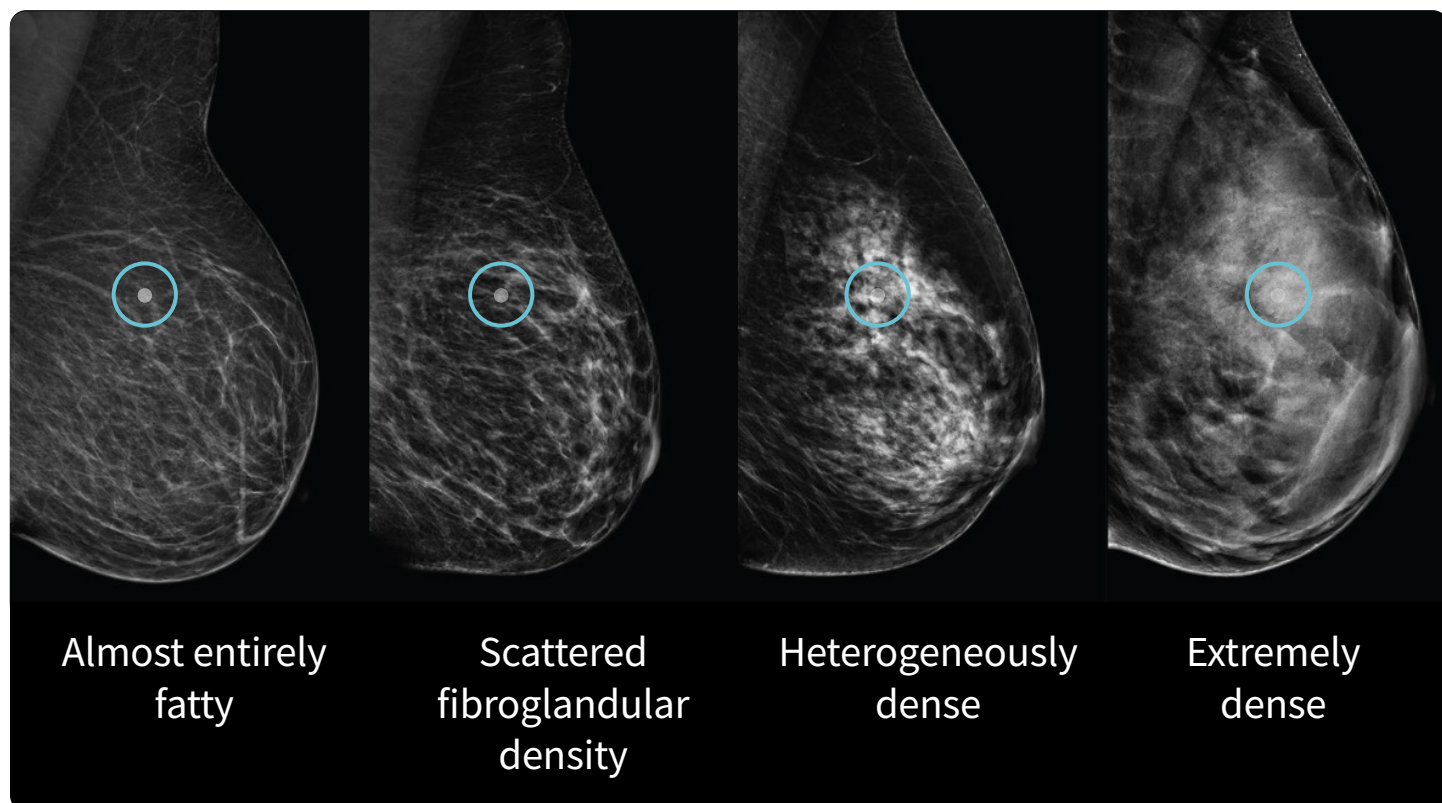
GE HealthCare

# Breast density matters



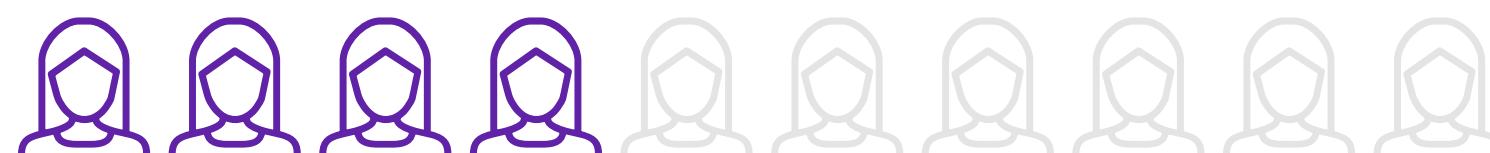
## Breast density – why does it matter?

Breast density is determined by the radiologist who reads the mammogram. There are four density categories: **A, B, C, and D**. Categories C and D are considered dense.<sup>1</sup> On a mammogram, dense tissue and masses both appear white, so a suspicious lump may be hidden in dense tissue.

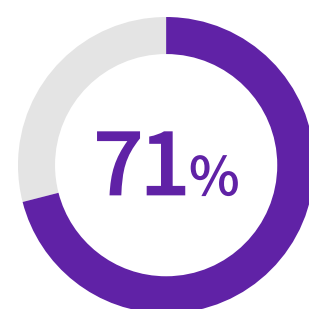


Up to **50%** of breast cancers may be missed in extremely dense breasts<sup>2</sup>

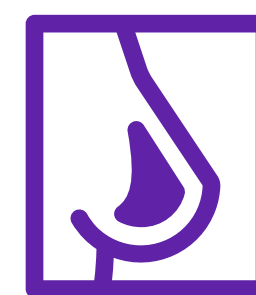
## What are the challenges with breast density?



**40%** of women (and **70%** of Asian women) have dense breast tissue<sup>3,4\*</sup>



**71%** of breast cancers occur in dense breasts<sup>5</sup>



Women with dense breasts are **4-6x** more likely to get breast cancer than are women with fatty breasts<sup>6</sup>

## Different tests for different breasts

**Invenia™ ABUS** is the first FDA-approved ultrasound supplemental screening technology that is specifically designed for detecting cancer in women with dense breast tissue.



## Backed by research

Demonstrated **35.7% increase in cancer detection** when ABUS is used with mammography compared to mammography alone<sup>7</sup> and it showed the potential to **avoid unnecessary biopsies**.<sup>8</sup>

## Positive patient experience

A patient experience study showed that **100% of women would recommend an ABUS exam to their best friend**.<sup>9</sup>

## Supporting education

All you need to know about breast density can be found on the world's leading website about dense breasts.



**Innovating 3D ultrasound. Small cancer. Big impact with Invenia ABUS.**  
Ask your doctor if Invenia ABUS screening would benefit you.

\*Shown in various studies conducted in the U.S., Europe, and New Zealand.

Not all products or features are available in all geographies. Check with your local GE HealthCare representative for availability in your country.  
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