

## Making Strides Against Breast Cancer

340+ OBGYNs share current insights & predictions on mammography

### Top reasons ranked why their patients avoid getting a mammogram



Money



Fear of pain



Lack of education



Breast cancer doesn't run in family



Fear of results

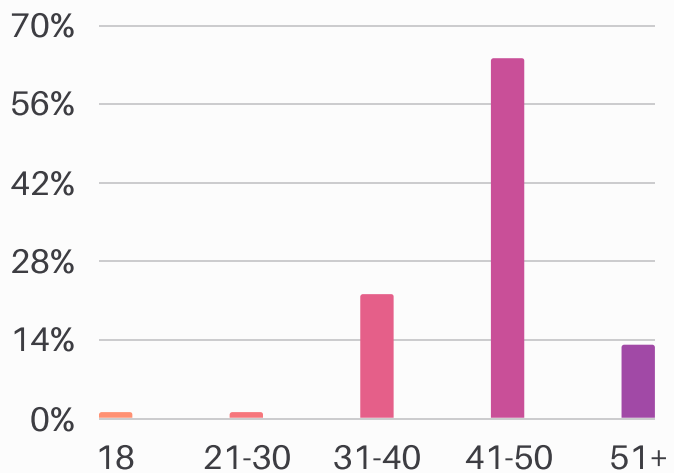


Patient feels too young



Time/scheduling inconvenience

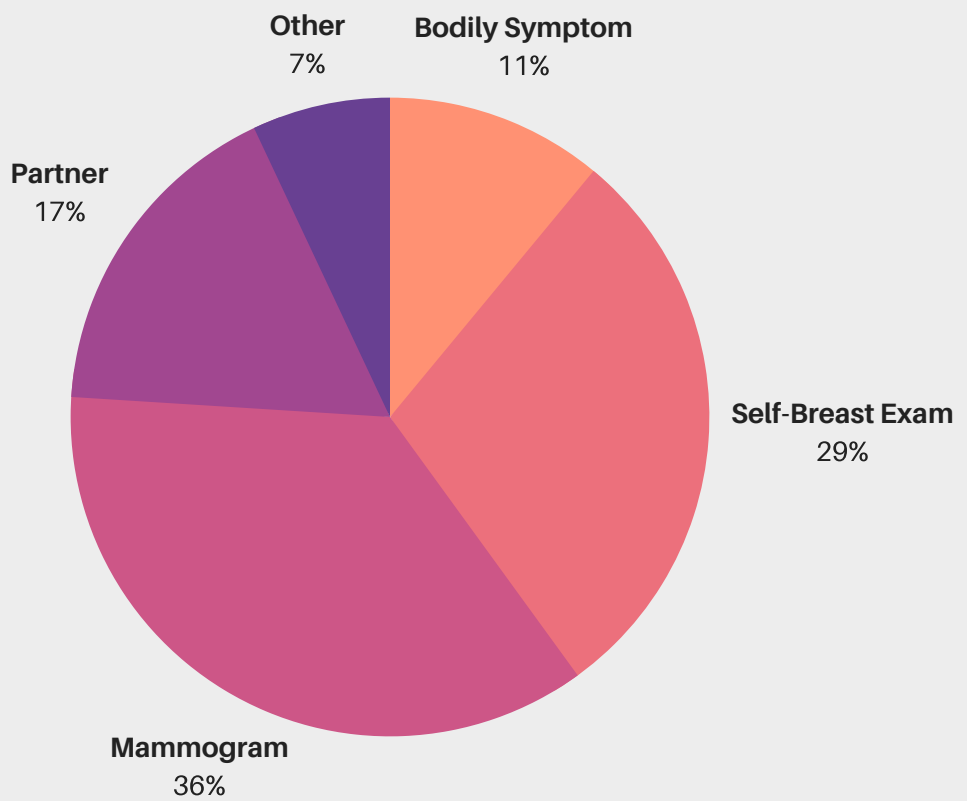
### Physician's recommended age for the average healthy woman to get her first mammogram



# 23%

of patients did **NOT** receive a mammogram prior to their diagnosis

### Methods in which breast cancer has been detected in their patients:



### Panel Predictions for Emerging Trends:

Improved specificity and sensitivity. I have seen a new type requiring an infusion and no breast compression that looks very promising

More use of ultrasound, MRI, and blood test screening to replace radiological scans

Biochemical markers for breast cancer

Balance between 3D and conventional mammogram at recommended frequency intervals

Screening PET scans

Serum markers, thermograms, better u/s technologies, improved and more widespread genetic screening

Early detection blood tests

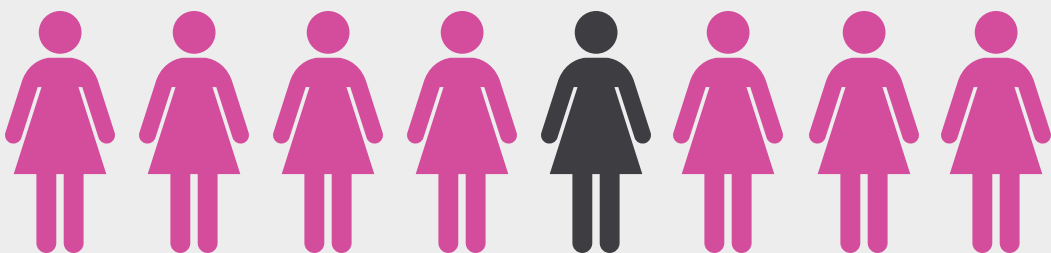
3D is a game-changer -- will be the standard of care

MRI to become more affordable

Paying women to have mammograms i.e. as discount on insurance

## DID YOU KNOW?

1 in 8 U.S. women will develop breast cancer in her lifetime



SHC & Salesforce are teaming up for the Making Strides Against Breast Cancer event in Central Park! Our goal is to help the American Cancer Society raise awareness for breast cancer research, help people reduce their risk of the disease, and detect it early -- when it's most treatable.