

# Mobile Mammography

## Bringing Value to Women's Health

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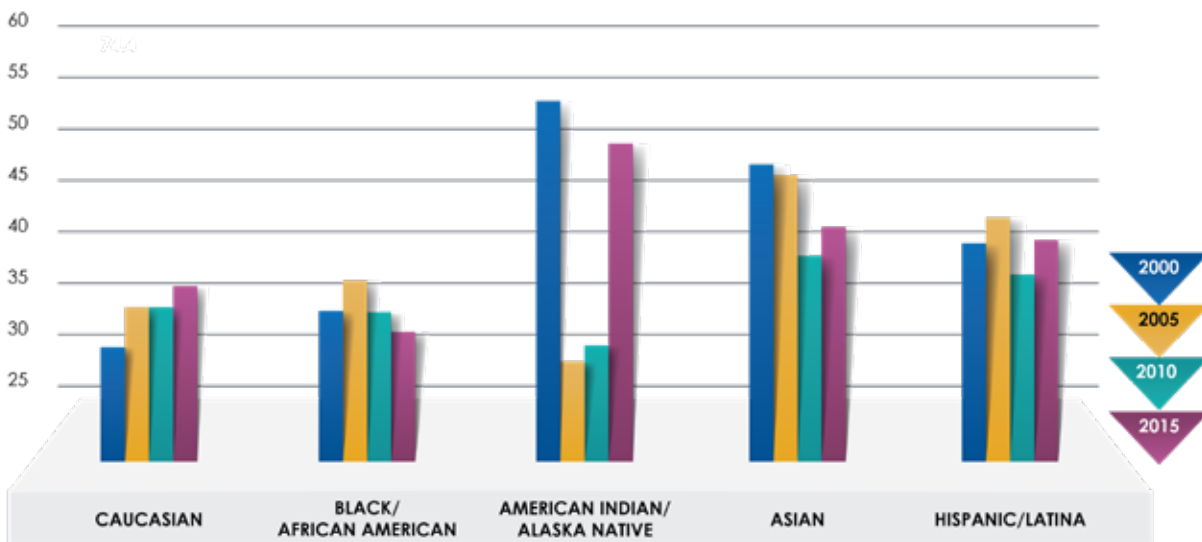
# Breast Screening for a Healthy Community

Breast cancer is the second most common cancer in American women, with 1 in 8 women developing breast cancer sometime in their life.<sup>1</sup> In 2020, an estimated 276,480 new cases of invasive breast cancer are expected to be diagnosed in women in the U.S.<sup>2</sup>

**Regular mammogram screenings are the most important thing any women can do to help prevent breast cancer,**

yet mammography remains underused by several demographic groups, including uninsured women, women with lower incomes, racial and ethnic minority women, and women who reside in rural areas.

## Demographics of Underutilized Mammography



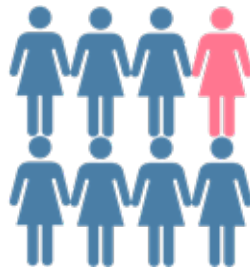
Percentage of women, 40 & over, forgoing mammogram

Studies have shown mobile mammography programs to be effective at increasing rates of breast cancer screening to underserved populations. With that said,

**more and more imaging providers are turning to mobile mammography to increase accessibility and improve health outcomes.**



Only about half of U.S. women older than 40 get regular mammograms



1 in 8 women in the United States will develop breast cancer in her lifetime



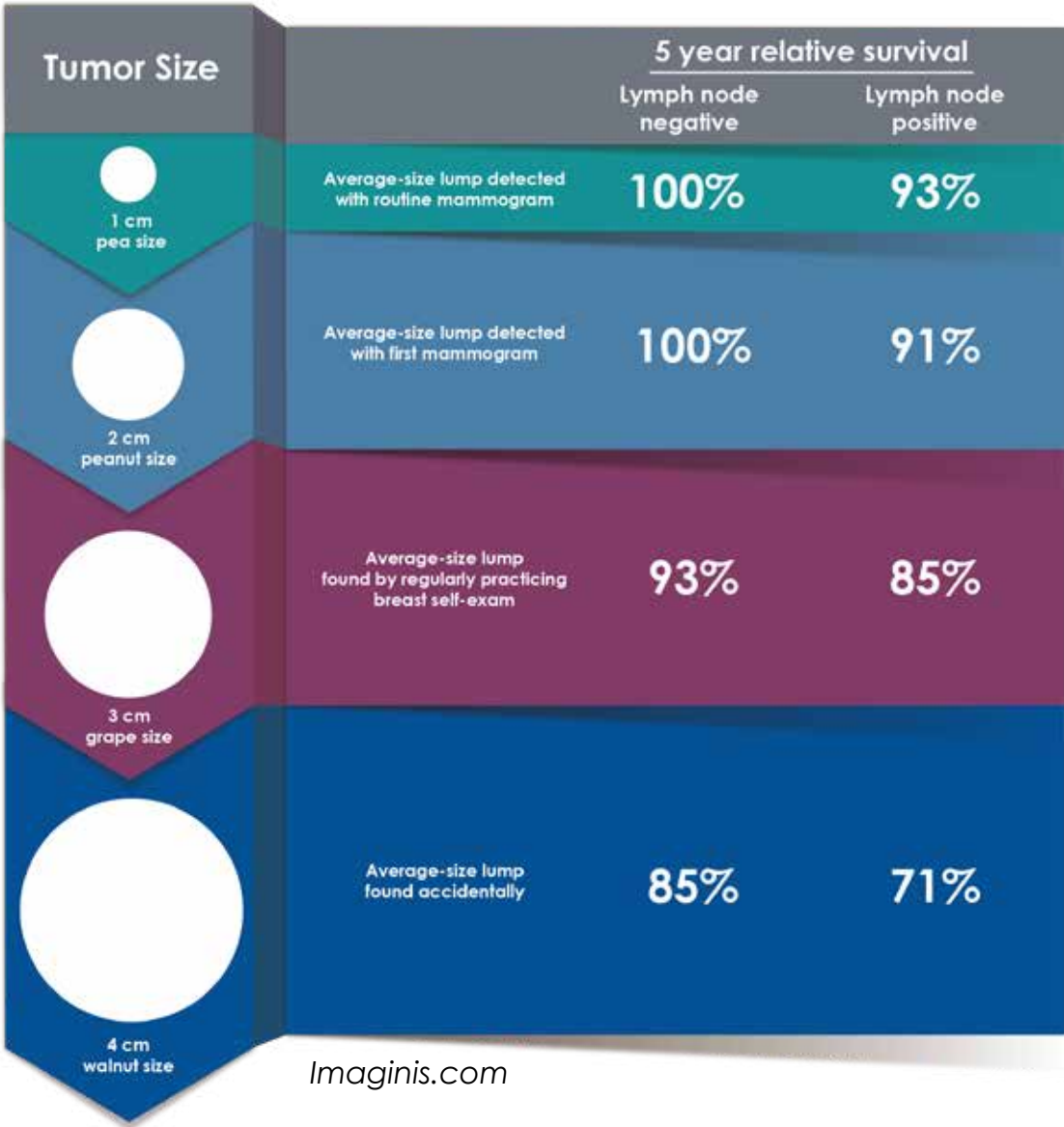
Mammography has helped to reduce breast cancer deaths by 1/3 since 1990



# Advantages for Mobile Mammography

## Aids in Early Detection

The goal with screening is to detect breast cancer early when it is still too small to be felt by a physician or the patient. A mammogram can often find breast changes that could be cancer years before physical symptoms develop. Research has shown that the early detection of small breast cancers by screening mammography greatly improves a woman's chances for successful treatment.<sup>3</sup> If detected early, women have a 93% or higher survival rate in the next five years.<sup>4</sup>



**By bringing screening services to more people, mobile mammography aids in the early detection of breast cancer and increasing the survival rate of women who have breast cancer.**

## Expand Market Presence

The Cancer Institute at The University of Tennessee Medical Center launched the mobile mammography Breast Health Outreach Program (BHOP) in 1996 to expand their services to reach more of their community. The BHOP currently averages approximately 2,200 mobile mammograms per year. Between 6% and 10% of those exams are first-time mammogram patients, increasing their volume by about 200 screenings per year.<sup>5</sup> Their mobile mammography outreach program allows them to reach patients they may not otherwise be able to attract. Experts will tell you that when a woman has a positive screening she will turn to her screening institution (i.e. mobile coach owner-operator or hospital) more than 80% of the time for the ongoing oncology services that she needs.<sup>6</sup> A mobile mammography program expands your reach further into the community; increasing billable screenings and boosting mammography volumes.



Source: The University of Tennessee Medical Center



Early diagnosis cancer treatment is 2 to 4 times less expensive compared to treating patients at more advanced stages

A Harvard study showed that

**70%**

of women who died from breast cancer were among 20% of women not screened\*

\*Harvard Teaching Hospitals statistic



5-year survival rate with early stage detection



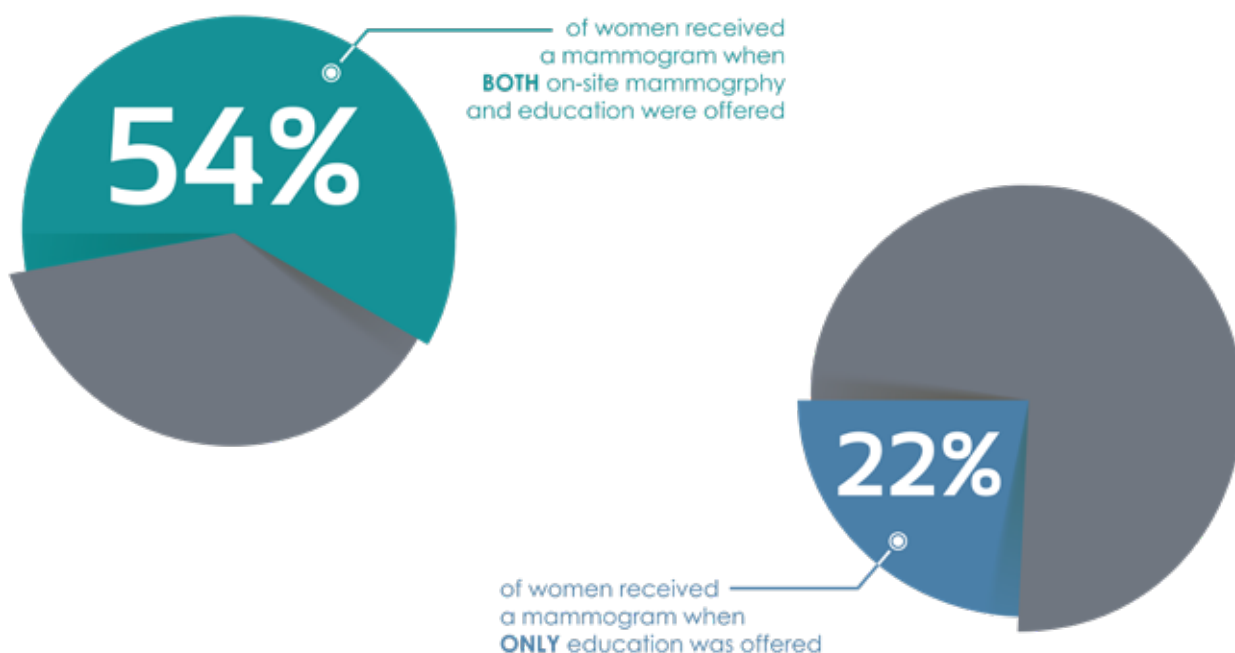
6 out of 10 breast cancer cases are diagnosed at an early stage

**Mobile mammography brings breast cancer screening to women in their workplace and community, overcoming barriers of inaccessibility and the inconvenience of breast cancer screening.**

# Reduces Barriers to Breast Cancer Screenings

Proximity and access to a mobile coach plays a big role in the underserved population utilizing the service. A study in Jefferson County, Kentucky of 3,923 women undergoing screening mammograms in a mobile coach found that providing mobile mammography services in partnership with community organizations can be effective in increasing access and decreasing barriers to screening hard-to-reach populations.<sup>7</sup> The screening program attracted a high percentage of women who had not been screened in the last 5 years which falls in the target market for increasing screenings.<sup>8</sup>

Another study of 499 women found that 54% of participants who had not had a mammogram in 2+ years underwent a screening when offered **both** access to on-site mammography and health education at a community-based site compared to 22% when offered **only** health education.<sup>9</sup>



Aligning with community resources that women are familiar with creates a higher probability that they will utilize the service.

# Driving Breast Health

Based on the forecasted direction of the healthcare imaging market, it's hard to deny that mobile imaging is the future of quality healthcare for facilitators, providers and patients alike - with mobile mammography as the most successful and fastest growing modality.

In short, mobile mammography:

- Aids in early detection and prevention, saving lives
- Boosts mammography volumes and extends reach to underserved areas
- Delivers services to women in their community eliminating obstacles to breast cancer screening

Going MOBILE is a key strategy to address the needs of the underserved populations. Contact us to learn more about how mobile mammography can pave the way for growth and expansion in your facility's Women's Health Program.



## About Shared Imaging

Shared Imaging is a leading provider of CT, MRI, PET/CT and Women's Health systems from industry leading OEMs. With mobile, modular, and in-house configurations, Shared Imaging is a strategic partner able to deliver comprehensive diagnostic imaging solutions that meet clinical, operational and financial needs. Delivering white glove customer experiences, the latest imaging technology, modern medical coaches, and ongoing operational excellence allows providers to focus on providing exceptional patient care.

For more information contact  
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[www.sharedimaging.com](http://www.sharedimaging.com)



## References

<sup>1, 2</sup> [www.BreastCancer.org](http://www.BreastCancer.org)

<sup>3, 4</sup> Imaginis - <https://www.imaginis.com/breast-cancer-screening-prevention/mammographic-screening-is-key-to-the-early-detection-of-breast-cancer-2>

<sup>5</sup> <https://theicecommunity.com/taking-it-to-the-people-mobile-mammography-services-bring-breast-care-to-vulnerable-communities/>

<sup>6</sup> [https://cdn2.hubspot.net/hubfs/522357/Images/Mobile%20Mammo/Mobile\\_mammography\\_income\\_potential-200dpi.jpg](https://cdn2.hubspot.net/hubfs/522357/Images/Mobile%20Mammo/Mobile_mammography_income_potential-200dpi.jpg)

<sup>7, 8</sup> <https://link.springer.com/article/10.1007/s10900-013-9696-7#citeas>

<sup>9</sup> <https://www.ajronline.org/doi/pdfplus/10.2214/ajr.179.6.1791509>