

# MammoPad<sup>®</sup> Breast Cushion

## Compassionate Care and Confident Results

### A More Comfortable Mammogram for your Patients<sup>1,2</sup>

Many women experience some degree of pain or discomfort during a mammogram, and over 25% of technologists say that mammography discomfort impacts patient satisfaction scores.<sup>3</sup> Some women may even avoid or delay having their annual mammogram due to the discomfort associated with the exam. Early detection dramatically improves survival rates, so missing an annual exam could have devastating outcomes.

That is why we are proud to include the MammoPad<sup>®</sup> breast cushion as part of our women's health standard of care.

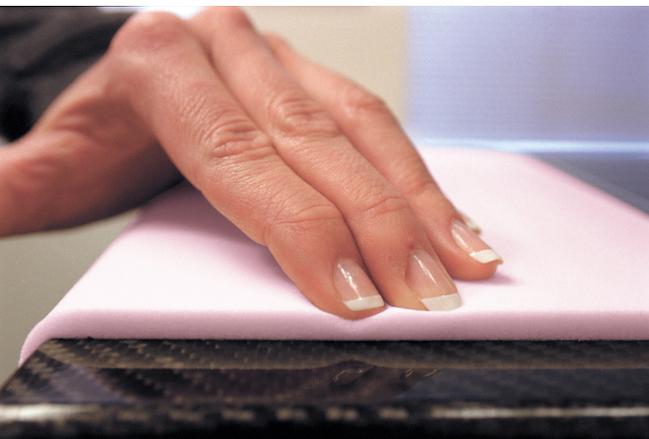
The MammoPad cushion is a soft, warm breast cushion that provides a more comfortable mammogram, eases patient anxiety, and can result in better tissue coverage.

### Improved Patient Satisfaction

The most frequently reported source of pain in mammography is compression, followed by discomfort caused by the edges of the image receptor. MammoPad cushions reduce this discomfort and take the chill off the receptor surface, helping reduce patient anxiety. Studies have shown that the softer mammogram provided by the MammoPad cushion reduces discomfort by 50% for three out of four women.<sup>1,2</sup>



**MammoPad**<sup>®</sup>  
Breast Cushion



***“The breast cushion helps positioning in so many ways.***

*It warms the mammography device. It makes patients more receptive to the technologist. The soft foam is also a perfect surface, because once we position a patient's breast, it stays there.”*

– Ellen Everett-Masseti, R.T.  
St. John Hospital and Medical Centers  
Detroit, MI

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### Optimized Positioning Means Better Imaging

Use of the MammoPad cushion has been shown to significantly increase tissue acquisition in both CC and MLO views.<sup>4,5</sup> The cushion's grip-like surface holds breast tissue in place to ensure optimal positioning. This allows the technologist to obtain more of the chest wall in the image and ensures even compression of the breast.

### Product Specs

MammoPad breast cushions are latex-free, hypo-allergenic and FDA-listed. Hologic provides complimentary recycling for all MammoPad breast cushions. 

### Better Mammography, Better Business

Imaging centers and hospitals that have added the MammoPad cushion to their mammography services have seen an increase in patient satisfaction, as well as an increase in patient volume and revenue. Promoting a softer mammogram can help differentiate you from other imaging centers. Facilities offering MammoPad breast cushions as their standard of care have access to marketing material in our Softer Mammogram™ Provider marketplace.



*“Thank you! Thank you! Thank you!”*

*To the person who developed the pink soft pads for mammograms. They really, really do make it less painful. I am 62, have had breast issues for years, and it seems like all I do is ‘get another mammogram.’*

*So what a difference this has made!”*

– Claudia Burton, Johnstown, NY

**For more information, or to inquire about a free sample kit, contact our Inside Sales team at [insidesales@hologic.com](mailto:insidesales@hologic.com).**

#### References:

1. Markle, L., et al. "Reduction of Discomfort during Mammography Utilizing a Radiolucent Cushioning Pad." *THE BREAST JOURNAL* 10 (4) (2004) 345-9.
2. Tabar, L. et al. "Clinical Assessment of a Radiolucent Cushion for Mammography." *ACTA RADIOLOGICA*. 45 (2) (Apr. 2004) 154-8.
3. Survey of 280 mammography technologists conducted by Hologic, March 2016.
4. Watt, A. Christine and Everett-Massetti, E. "Use of a Mammography Comfort Aid and Education to Improve Breast Positioning." NCBC Poster March-April, 2005, Las Vegas, NV
5. Coryell, T. "Increasing Mammography Tissue Acquisition through Positioning Training and Use of a Foam Breast Cushion." NCBC Poster, March 2006, Las Vegas, NV