



EBCD and You:
*Be the Key that Helps
Save a Life*

e b c d

ENHANCED BREAST
CANCER DETECTION

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Overall, the average risk of a woman in the United States developing breast cancer sometime in her life is about

13%

This means there is a

1 in 8

chance she will develop breast cancer.



Breast cancer is the most common cancer in women in the United States, except for skin cancers. It accounts for about 30% (or 1 in 3) of all new female cancers each year.

When breast cancer is detected early, the survival rate is 99%.

Did you know...

RadNet is one of the first in the industry to implement Artificial Intelligence into our Mammography Program?

Over 1.5 million patients have opted in to EBCD for better detection?

Since rolling out the EBCD program, over 500 cancers have been detected at early stages?

EBCD is effective across all races, ethnicities and tissue density types?

How does EBCD work?

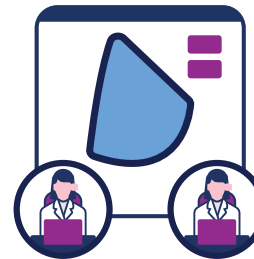
1 A radiologist reviews the mammogram using an FDA-cleared AI software tool that aids in cancer detection.



2 AI software is again used to review the initial assessment made by the radiologist.



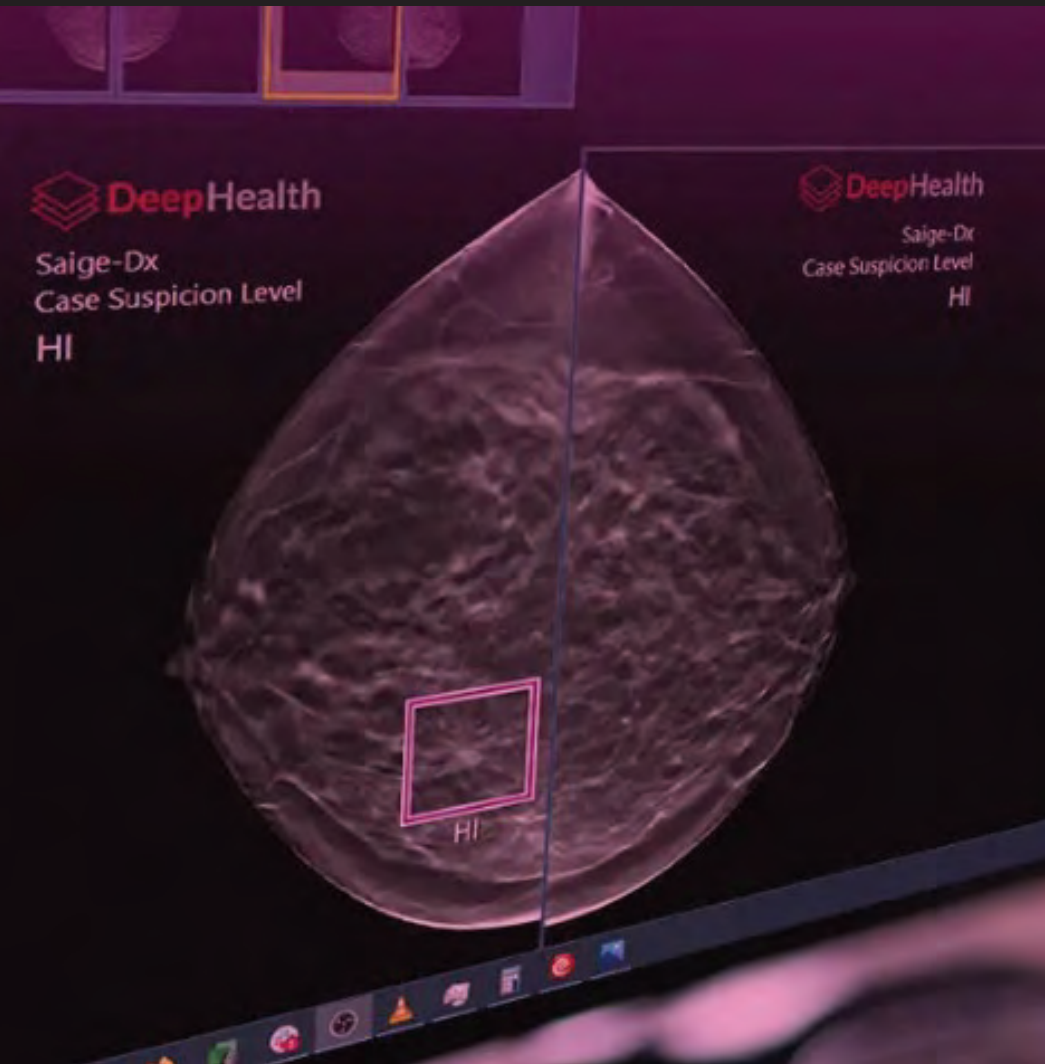
3 If the AI makes an alternate conclusion than the radiologist, a second expert radiologist reviews the exam.



4 The result is finalized by the radiologist after all steps are completed.



The AI software does not impact a mammography exam in any way – no extra time, radiation or compression. It is used by the radiologist when reviewing the images. It points out areas of suspicion to the radiologist.



You are the key...

We **know** that EBCD works.

We **know** that EBCD does not replace a radiologist.

We **know** that EBCD does not add additional radiation to a patient's mammogram.

We **know** that EBCD benefits all eligible women, regardless of age or race.

And we **know** that early detection saves lives.



Knowing everything you know about EBCD, how can **you** share all this information with a patient in the time you have to check them in?

What is an effective way to offer and describe EBCD to a patient at check-in?



“We now have a new software technology that we can add to your exam after you’ve had your mammogram. It highlights areas that may need additional attention.”



“Because this is new, it is not yet covered by your insurance company. Would you like to add this new technology to your exam for an out-of-pocket cost of forty-dollars?”

What are the best ways to respond to patients' questions?



QUESTION:

"I'm already getting a 3D mammogram—why do I need THIS?"

1



ANSWER:

"3D mammograms are great—but they can still miss very subtle abnormalities. Especially in dense breasts. EBCD helps the radiologist see even the smallest abnormalities."



QUESTION:

"I don't trust this Artificial Intelligence mumbo-jumbo!"

2



QUESTION:

"I'm getting a mammogram and an ultrasound. I don't think I need this too!"

3



ANSWER:

"The AI in EBCD is an advanced tool that is used on your mammogram, in the same way we use 3D technology. Our radiologists are still integral in every step of the interpretation of your exam. We simply use AI to help determine which exams would benefit from a second look."



ANSWER:

"These are both great tools but they are used to see different things. EBCD helps the radiologist see even the smallest abnormalities that sometimes cannot be detected in either of these exams."



QUESTION:

"I don't understand! How does this EBCD thing even work?!"

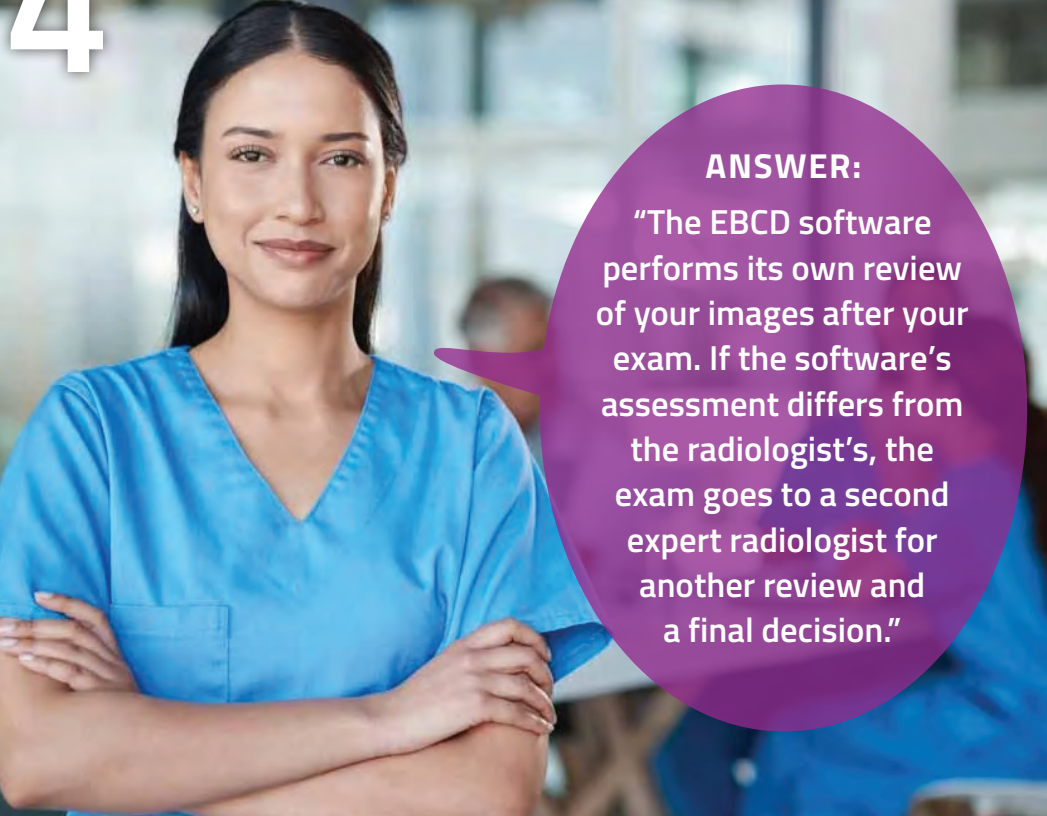
4



QUESTION:

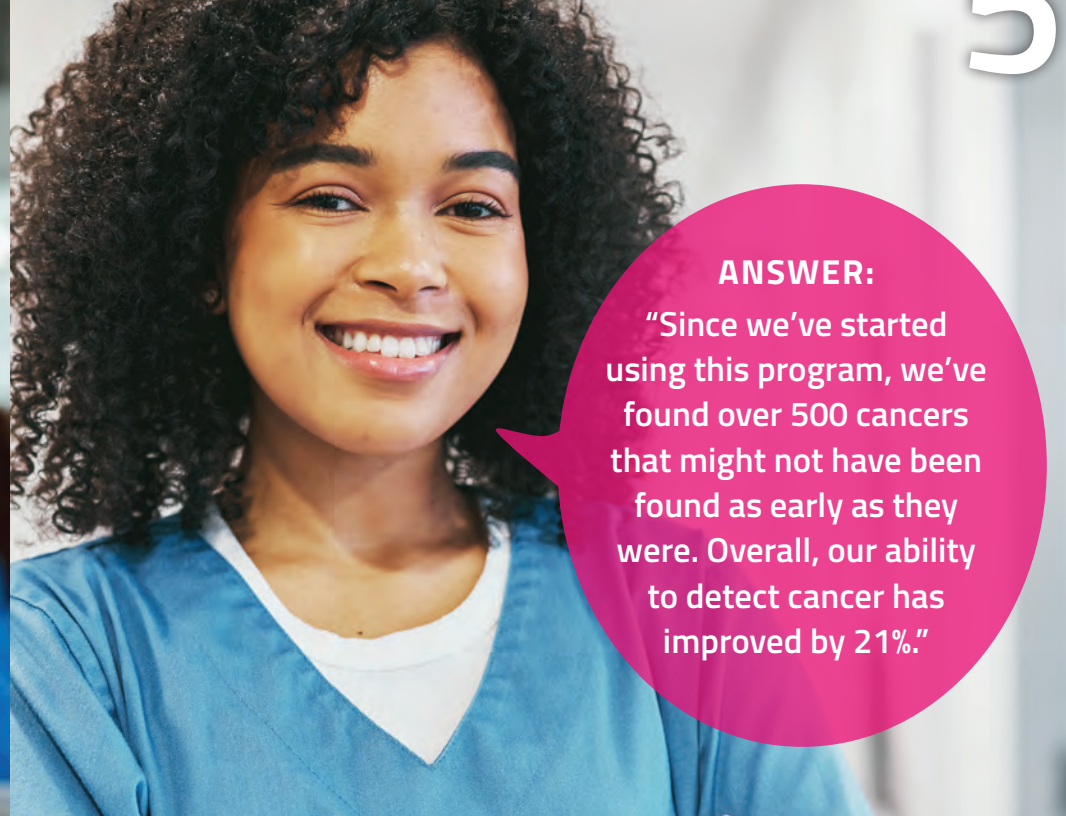
"So, how do you know this actually works?"

5



ANSWER:

"The EBCD software performs its own review of your images after your exam. If the software's assessment differs from the radiologist's, the exam goes to a second expert radiologist for another review and a final decision."



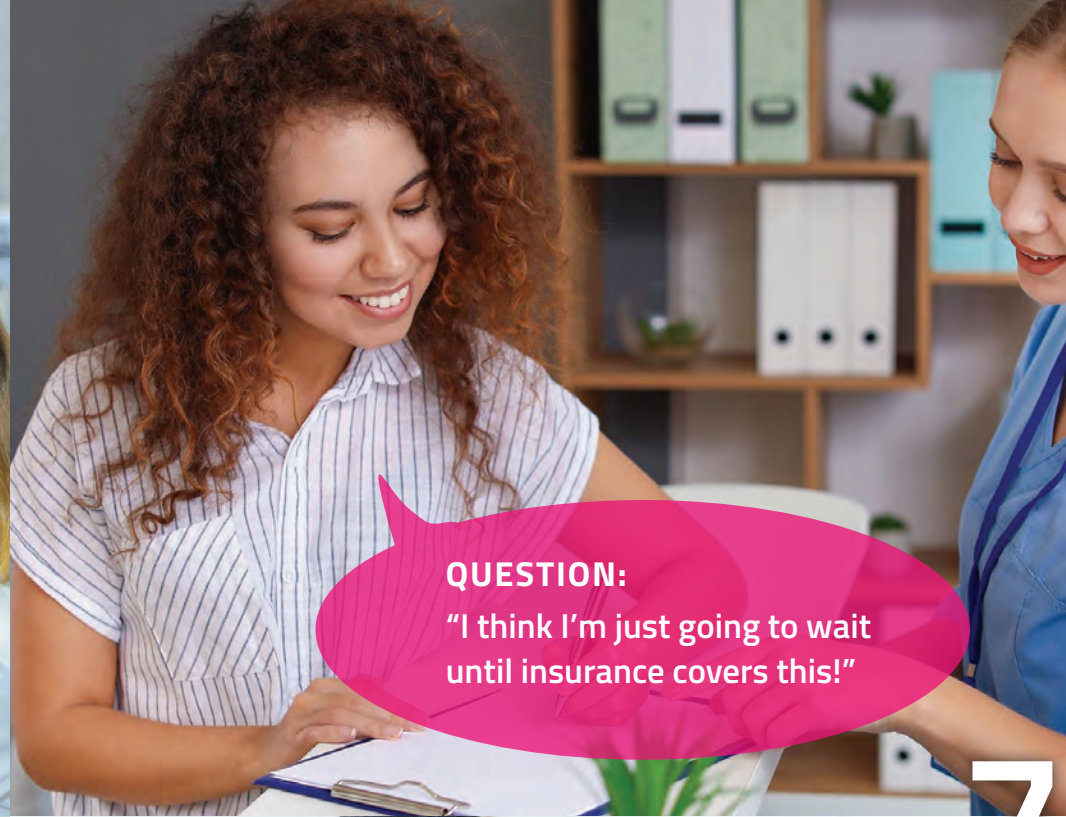
ANSWER:

"Since we've started using this program, we've found over 500 cancers that might not have been found as early as they were. Overall, our ability to detect cancer has improved by 21%."



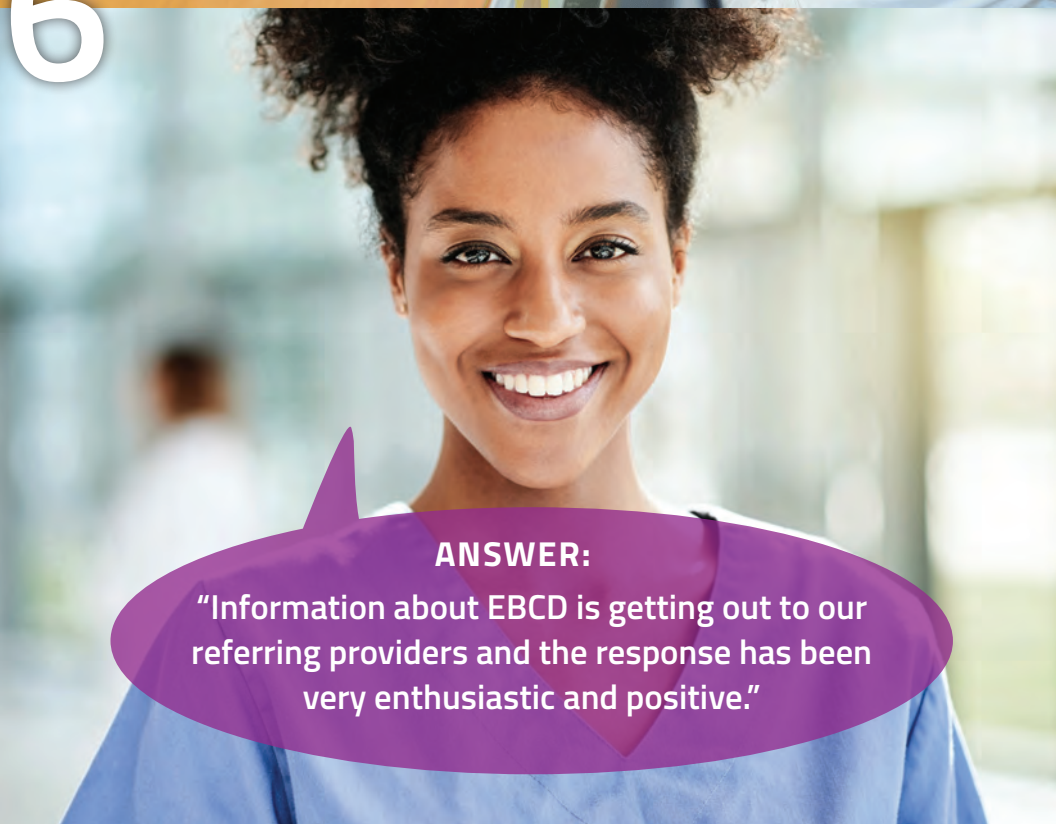
QUESTION:
"My doctor never mentioned this to me!"

6



QUESTION:
"I think I'm just going to wait until insurance covers this!"

7



ANSWER:
"Information about EBCD is getting out to our referring providers and the response has been very enthusiastic and positive."



ANSWER:
"We are optimistic that it will be covered by insurance in the near future. Several years ago, 3D mammogram was also an out-of-pocket charge but women paid it because they knew it was worth it. This is the same kind of advancement."

Here are a few important things to remember about EBCD when speaking with patients:

Always be positive and optimistic – we value their concerns!

Our leading radiologists recommend EBCD for early detection!

We know that EBCD works to detect even the smallest cancers!

If you are unsure how to answer a question, suggest they speak with their mammo technologist for more information!

Early detection of breast cancer saves lives and when you take an extra minute to talk about EBCD with your patients, you become the key to providing information that could actually save someone's life.

NOTES

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