

# Press Release

For Immediate Release

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## New Device Provides a More Comfortable Mammogram

Batesville, Ark – White River Health System now provides a product that dramatically eases the discomfort many women feel when they get a mammogram. The FDA approved foam cushion, called MammoPad, creates a softer, warmer and more comfortable mammogram. By making the mammography experience more comfortable, White River health System hopes that more women will be screened regularly.

All of the mammography centers at White River Health System use the mammapad. Mammography is available at White River Medical Center in Batesville, WRMC Specialty Clinic in Highland and Stone County Medical Center in Mountain View

“The discomfort many women feel during mammography compression is widely known to be a reason that some don’t get regular screenings,” said David Wadley, M.D., WRMC Radiologist. In addition to compression, the cold surfaces and hard edges of the mammography machine make the experience uncomfortable for some patients.

“The Mammapad answers these complaints by providing a soft warm cushion for the breast during mammography,” said Lori Konkler, Assistant Director of Radiology. “And because women are more relaxed during the exam, it makes it easier for our mammography technologists to get the best possible image.”

The single-use, adhesive-backed foam cushion attaches to the compression plates of the mammography device. It was developed by Stanford University breast surgeon Gale Lebovic, M.D., who understood mammography discomfort from both a physician and patient’s point of view.

The Mammapad breast cushion is “invisible” to x-rays and does not interfere with the image quality of the mammogram.

“We try to create the best possible experience for our patients,” said Dr. Wadley. “We’re pleased to be able to offer our patients this important enhancement.”

The American Cancer Society reports women can greatly reduce their risk of death from breast cancer if they receive regular mammography screenings. For this reason, both the

ACS and the American College of Radiology recommend that women 40 and older receive mammograms yearly.

Despite the urgency of this message, nearly 40 percent of American women don't get regular recommended mammograms. Studies have shown mammography pain is a major reason some women do not return for annual screenings.

The new foam cushion could help reverse this trend. MammoPad has been clinically studied in both the United States and Sweden, where evaluations in more than 1,300 patients found approximately 70 percent experienced a significant reduction in pain when the cushion was used, Dr. Wadley noted.

“Early detection of breast cancer can make the crucial difference between life and death,” said Dr. Wadley. “Mammograms identify lumps that a women’s self-exam wouldn’t find until an overage of 1.7 years later. That is why regular mammograms are the only scientifically proven way to reduce breast cancer mortality. This breast cushion removes a major barrier to women receiving this important procedure.”

For more information call White River Medical Center Radiology Department at 870-793-1257.