



GE Healthcare

ABUS Club

ABUS Club Newsletter

June 2018



Hi, I am Luke Delaney, the new ABUS General Manager and am very excited to join this team! Like many of you, I share a passion for helping clinicians detect breast cancer early and believe ABUS has an important role in this. I've spent 10+ years working for the GE mammography business, and most recently led a multi-modality research team which included ABUS and brought me to this role. I look forward to continued progress as more clinicians realize its benefits. The ABUS Club is a very important part of our ongoing initiatives, and I am happy to report that we are over 1000 members strong in the USA! I am also happy to introduce you to some other new ABUS team members:



Lindsay Solovey
*ABUS Implementation
Manager*



Annie Bhattacharjee
*ABUS Marketing Manager -
USA/Canada*



Suzanne Nourse
*ABUS Clinical Applications
Specialist*



Kristina Reid
*ABUS Clinical Applications
Specialist*



Mary Henne
*ABUS Clinical Research
Education Manager*

2018 User Meeting – Registration open!



We hope to see many of you at the upcoming User Meeting on September 14 and 15 in Denver, Colorado. Please click this [link](#) to find out more and register.

ABUS Reimbursement Paper

GE funded a large study amongst 20 commercial payers to better understand ABUS exam reimbursement trends in the USA. The study concludes that it is feasible for providers to implement ABUS and have a positive return on their investment in the first two years of implementation. Download the paper [here](#).

Introducing the 2018 ABUS DocTalk Series

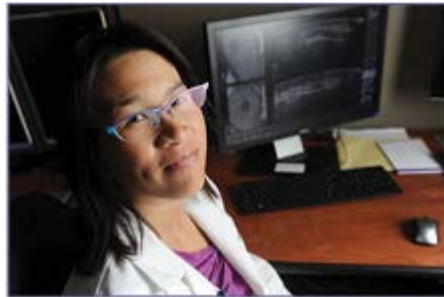
DocTalk is a monthly ABUS radiologist peer-to-peer conversation for physicians who have completed the GE ABUS Mastery Program. Participants can exchange best practices and ask questions about implementing ABUS into clinical practice. Interesting cases, current research and other topics of interest will be explored.

Host: Kristina Jong MD, ABUS Peer Educator

Audience: Physicians who have previously attended the ABUS Mastery training

Dates: The next session is July 13, 1pm CDT

[Click here to register](#)



ABUS users in the news!



Longview Regional in Longview, TX was featured in an article in the Longview News Journal and reported they have found 2 cancers in their first 150 patients, both tomo occult cancers. [Read article](#)

An ABUS patient from **Ft. Jesse Imaging & Gale Keeran Center for Women** in Bloomington, Illinois whose cancer was found with ABUS after having a negative 3D mammogram was a Mother's Day featured article from GE Reports. [Read article](#)

Dr. Karen Hou of **Northwestern Medicine of Central DuPage** was interviewed by Imaging Technology News (ITN) about their implementation of advanced breast imaging technologies and featured their ABUS program. Dr. Hou commented that they have found cancers with ABUS that would have otherwise been missed. [Read article](#)



Dr. Georgia Giakoumis Spear of **NorthShore Health System** in the Chicagoland area and patient advocate Ann Zellner were interviewed about the density inform law passed in Wisconsin on the Milwaukee area NBC affiliate. [Read article](#)



Littleton Adventist Hospital, Littleton, CO, featured an ABUS patient on the cover of their quarterly community magazine to raise awareness of breast density and the peace of mind an ABUS exam can provide to patients. [Read article](#)

Carolina Breast Imaging Specialists in Greenville, NC announced their acquisition of Invenia™ ABUS and are the first in Eastern North Carolina to offer ABUS for women with dense breasts. Owner **Dr. Bruce F. Schroeder** was interviewed. [Read article](#)

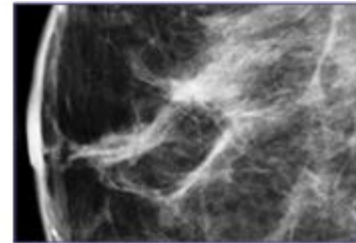
Dr. Allison Zupon from **Imaging for Women**, Kansas City, MO, presented at the American College of Obstetrics and Gynecology (ACOG) conference on Breast Density: Why it Matters and What to Do. She provided a great overview of the problem of breast density and addressed the main questions OBGYNs have about dense breast screening.



New breast density research

[Does age or density better predict interval breast cancer outcomes?](#) The answer may surprise you, according to researchers from Massachusetts General Hospital.

[Can software perform as well as radiologists when it comes to assessing a woman's breast density?](#) A group from the University of California, San Francisco says yes.



Know someone who wants to learn more about ABUS?

Please share this information below:

ABUS Radiologist Bootcamp – the next ABUS Bootcamp for Radiologists occurs in Santa Fe, August 6-10. [Click here](#) to learn more.

Monthly virtual ABUS demonstrations – To see a list of available dates please visit www.gehealthcare.com/abusdemo

New additions to ABUS Club

News and Events: [Events listing updated](#). If you will be attending any of these shows, please stop by to see us!

Education/Getting Started: [Magellan Paper](#) (ABUS reimbursement study)

Quick links

Find an ABUS locator: Is your site listed? If not, please complete [this form](#) to add your site to the finder tool

Provider reimbursement hotline: Toll-free phone number: 1-844-386-0099

Email: GEABUS@emersonconsultants.com

GE ABUS probe cleaning and disinfection website: [Click here.](#)

ABUS Club webinars: Anyone can view these links. [Share this information with your colleagues.](#)

Dense breast and ABUS information resources:

[Densebreast-info.org](#): Patient and clinician resources – GE Healthcare sponsored

[Areyoudense.org](#): Patient site created by Nancy Capello – GE Healthcare sponsored

[Knowyourrisk.gehealthcare.com](#): Patient and clinician resources created by GE Healthcare

[Breast360.org](#): Patient site created by the American Society of Breast Surgeons

GE Remote Applications Call Center phone number:

1-800-682-5327, option 1, then option 5 for ABUS products. Enter customer system ID# when prompted.

Sign up other staff members to the ABUS Club:

Email m.molter@ge.com to register your colleagues. Link to <http://www.ultrasoundclub.net/>

Comments and suggestions

We'd like to hear from you! Please send ideas for new content or newsletter highlights to m.molter@ge.com.