



ABUS Club Newsletter

December 2018

A legacy of advocacy – remembering Nancy Cappello, PhD



Dr. Nancy Cappello

Dr. Nancy Cappello passed away on November 15, 2018, and will be remembered as a breast cancer survivor who dedicated the last 14 years of her life to helping other women with dense breast tissue avoid her experience of a delayed diagnosis. She built the advocacy and charitable organization, Are You Dense?, Inc., and promoted awareness for women about the risks associated with dense breast tissue. Sadly, Dr. Cappello died battling a second cancer occurrence which was directly associated with her initial aggressive breast cancer treatment. We honor her memory and will continue her mission to improve breast care for women with dense breasts.

As we close out 2018, we would like to thank all of you for your part in improving cancer detection for women with dense breasts. ABUS users are a growing community and we are proud of the contribution ABUS technology is making to breast care. We look forward to 2019 and hope all of you have a joyous and restful holiday season.

Luke Delaney

General Manager, Automated Breast Ultrasound

ABUS in the News

A patient from Evangelical Community Hospital, Lewisburg, PA, who's cancer was found with ABUS was featured in a [television story](#)



Rebecca Boop, ABUS patient

A [new article](#) on the importance of risk assessment as part of a breast screening protocol was published in November. The article features Dr. Jack Cuzick, one of the authors of the [Tyrer-Cuzick Risk Model](#), and ABUS user Dr. Joseph Russo, (St Luke's University Health System in Bethlehem, PA) are featured.

Diagnostic use of ABUS is highlighted in this [patient story](#) featuring a woman who took extra steps to obtain an ABUS exam after hand-held ultrasound monitoring for neoadjuvant therapy proved to be inconclusive. ABUS user Dr. Georgia Giakoumis Spear (NorthShore University Health System, Chicagoland area, IL) is quoted.



ABUS patient Jacqueline Gebel (right) and her sister Taylor

Call for proposals update

GE Healthcare announced awardees of our Prospective Call For Proposals during an event at the 2018 RSNA conference in Chicago. Read about the awardees [here](#) and view the 2 minute ceremony [here](#). The awardees represent these institutions: The University of Kansas Health System, Kansas City, KS; University of Pittsburgh, Pittsburgh, PA; Mass General Hospital and Harvard Medical School, Boston, MA; Acibadem M.A.A. University, Altunizade Acibadem Hospital, Üsküdar/Istanbul, Turkey.

As mentioned in our last newsletter, the [Retrospective Call for Proposal Awardees](#) were announced in October at the ABUS User Meeting in Broomfield, CO. Learn more about their research projects and their thoughts on ABUS research [here](#).



ABUS call for proposals 2, prospective research awardees

Captioned awareness video



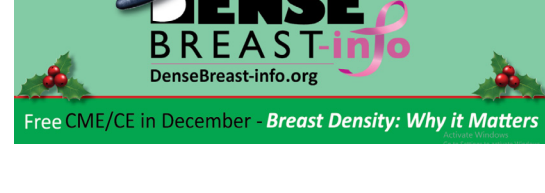
An updated version of the “[Women on the Street](#)” video is now available with captions. This awareness video can now more easily be played in public areas without audio.

New animation video now available!

Animation is a great tool to use for patient education about dense breast tissue. Check out this new animation [Breast Density Explained](#).

Special reminder

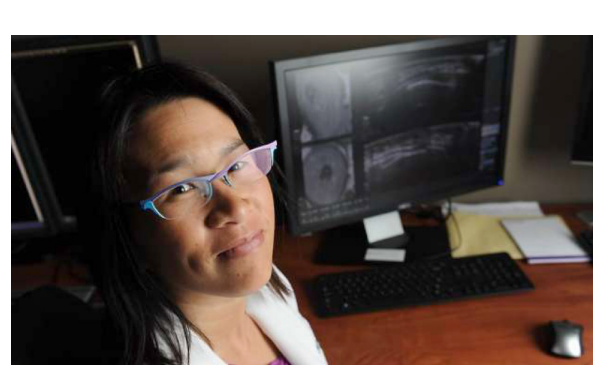
Our friends at DenseBreast-Info are offering their CME course, “Breast density: why it matters” free of charge for the month of December. This is a great opportunity to educate referring physicians and other professionals who need to learn more about breast density and receive continuing education credit. Check [DenseBreast-info.org](#) for more information.



2019 Doc Talk Schedule

Host: Kristina Jong MD, ABUS Peer Educator
Audience: Physicians who have previously attended the ABUS Mastery training
Dates: Fridays – January 11th, February 8th and March 8th
Time: 2 pm ET, 1 pm CT, 11 am PT

[Click here to Register](#)



Kristina Jong, MD

Newly added items to ABUS Club Website

Implementation Corner

Introducing ABUS BizTalk – An online forum for discussing best practices. Do you need some tips to grow your ABUS program? Check out this [new complimentary webinar offering](#).

Education

[Online GE Healthcare ABUS Publications Summary](#) – Comprehensive list of research studies that involved GE Healthcare ABUS technology.

[New cleaning video](#) – It is important to clean the ABUS scan head assembly thoroughly to help ensure proper functioning. Check out this [new video](#) to view an efficient and complete cleaning method.

Order ABUS consumables online

Membranes, cleaning wipes and lotion are available for easy ordering in the GE ServiceShop. All items for ABUS are conveniently listed [one page](#).

News and Events

[Check out the updated events listing](#). If you will be attending any of these shows, please stop by to see us!

Marketing Corner

Longview Regional Medical Center ABUS informational video

The Longview Regional Medical Center marketing team, Longview, TX, posted an [informational video](#) about ABUS by one of their surgeons to promote understanding of breast density and ABUS screening.

Longstreet Clinic ABUS marketing

The Longstreet Clinic took advantage of the ABUS marketing tools to build awareness about their new service line. Soon after installation in April 2018, they reached out to the community, conducted an open house with 180 attendees and promoted ABUS in their facility by wearing Density Matters t-shirts and posting banners. They dedicated a section of [their website](#) to ABUS education. They have successfully increased volume and have expanded to diagnostic use of ABUS as well.



Do you know someone who wants to learn more about ABUS?

Please share this information below:

Monthly virtual ABUS demonstrations – Complimentary online Invenia ABUS demonstrations are held monthly. To see available dates visit [www.gehealthcare.com/abusdemo](#)

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: Complimentary reimbursement assistance resource for Healthcare Providers.

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](#).

Online GE Healthcare ABUS Publications Summary: [Comprehensive list of research studies that involved GE Healthcare ABUS technology](#).

Complimentary Dr. Lazlo Tabar book: [Order your complimentary educational book](#) which is available for ABUS Club members.

Dense breast and ABUS information resources:

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

[Areyoudense.org](#): Patient resources – GE Healthcare sponsored

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

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

Online ordering for ABUS consumables: membranes, cleaning wipes and lotion are conveniently available on [one page](#)

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! If you have patient stories, ABUS success stories or unique uses for ABUS, please contact us. Also, please send ideas for new content or newsletter highlights to [m.molter@ge.com](#).