



ABUS Club Newsletter

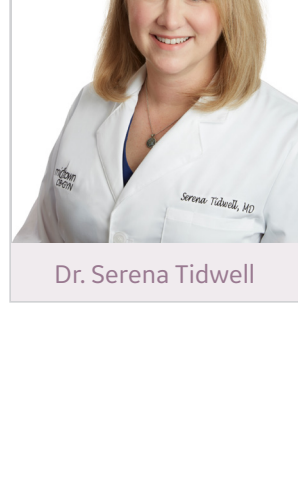
June 2019

Greetings ABUS Club members! This edition highlights news from fellow ABUS users, learning opportunities and our upcoming User Meeting!

Referring physicians role in breast care

ABUS user Dr. Serena Tidwell, MD, OBGYN and Medical Director of Pink Monarch Breast Center in Columbus, GA spoke at this year's national ACOG conference about the risks associated with dense breasts, the need for supplemental screening and the advantages of 3D ABUS. Dr. Tidwell fielded many questions from the audience, including confusion over offering additional screening when the report states the mammogram is normal.

[Read this article](#) about Dr. Tidwell's philosophy regarding the education and clear communication that's needed for women with dense breasts.



Dr. Serena Tidwell

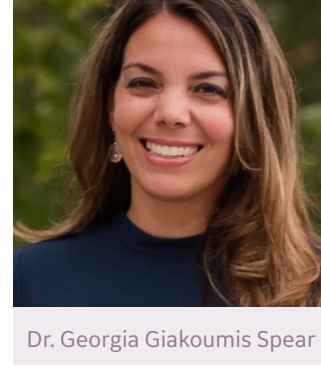
Assessing referring physician knowledge of breast density



[DenseBreast-info.org](#) has embarked on a research study to assess the effect of an educational intervention on healthcare provider knowledge about breast density and its implications for breast cancer screening and risk, and their comfort level in engaging in patient discussions regarding the implications of breast density and supplemental screening. **Participation is welcome! Please click to share this survey with colleagues practicing in OBGYN, Family Practice and General Practice.**

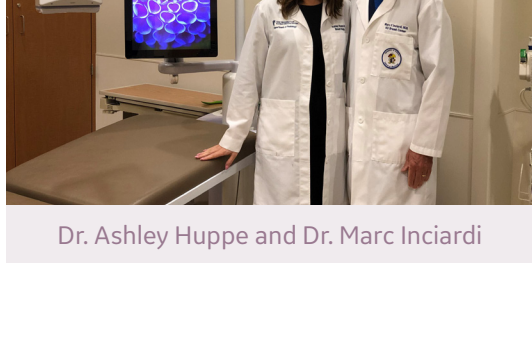
Dr. Georgia Spear: ACR Voice of Radiology Blog post

Advocacy by breast imagers can have substantial impact on women's healthcare. Georgia Giakoumis Spear, MD, Chief of Breast Imaging, NorthShore University HealthSystem continues to advocate to improve breast care. Recently, she provided medical expert testimony to the Illinois Senate committee on legislation to expand coverage to diagnostic mammograms when deemed medically necessary and would cover breast ultrasounds for evaluating dense breast tissue.



Dr. Georgia Giakoumis Spear

Honoring mothers and fathers who work to improve breast care



Dr. Ashley Huppe and Dr. Marc Inciardi

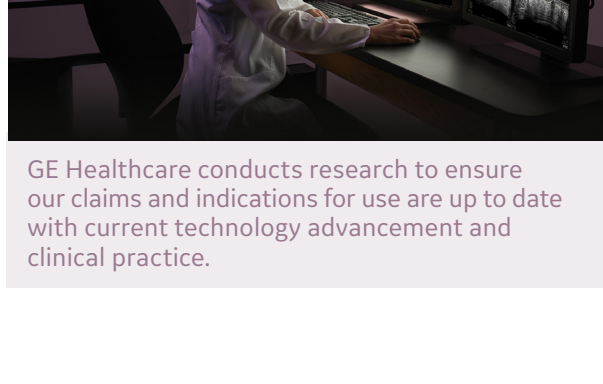
GE Healthcare observed Mother's Day and Father's Day this year with GE Pulse articles about amazing advocates and breast care clinicians. The [Mother's Day article](#) highlighted breast density inform patient advocates and their children who relayed why they are proud of their mothers' advocacy. The [Father's Day article](#) features 2 innovative breast imaging radiologists who were early adopters of ABUS technology and how their daughters were inspired to follow them into a career in radiology.

ABUS clinical research update

GE Healthcare and Cancer Research UK have begun an exciting 3 year multicenter study in England. Led by Fiona Gilbert, MD, The study named BRAID is focused on personalized breast care and aims to evaluate a risk adaptive screening approach for screening women with dense breasts including ABUS, CESM and ab-MRI. This study proposes a tailored imaging approach to find cancer earlier in women with an increased risk. In the end, this project will influence NHS supplemental screening guidelines for high risk women and could potentially have global impact. The GE Healthcare ABUS team will continue to update you on the progress of this important research.



Call for participation in research projects



GE Healthcare conducts research to ensure our claims and indications for use are up to date with current technology advancement and clinical practice.

We are seeking experienced ABUS users for participation in a series of research projects. Participating sites and physicians will be compensated for their time, acknowledged in publications as contributors and have the opportunity to be part of the future of Invenia ABUS. There are 2 opportunities to participate either as **Case Contributors** (Site Based) or as **Reader Participants** (Physician Based).

[Please visit our website to learn more.](#)

Educational Opportunities

5th annual GE Healthcare ABUS User Meeting!

It's the ABUS event of the year! The event features peer-to-peer best practice sharing, collaboration and hands-on opportunities. This year's dates are:

- September 20th - 12:00pm – 5:00pm: Optional radiologist reading session
- September 20th - 6 pm – 9 pm: Networking dinner
- September 21st - 8 am – 5 pm: Meeting and collaboration

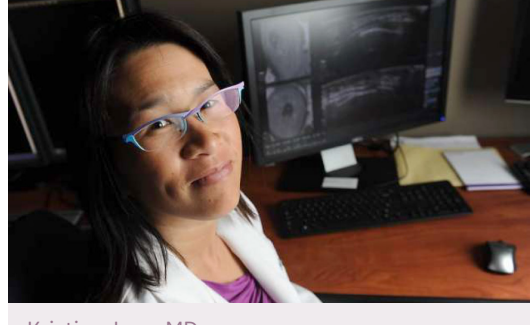
GE will pay hotel for one night for the first 75 registrants

Location: Marriott Charlotte City Center, 100 West Trade Street Charlotte, North Carolina.

[REGISTER SOON!](#)

2019 ABUS DocTalks

Monthly physician ABUS reading discussions



Kristina Jong, MD

Host: Kristina Jong MD, ABUS Peer Educator
Audience: Physicians who have previously attended the ABUS Mastery training
Dates: July 19, Aug 20, Sept 17, Oct 15, Nov 19, Dec 17
Time: 2 pm ET, 1 pm CT, 12 pm MT, 11 am PT
[Register here](#)

2019 BizTalks

Bimonthly webinars on a variety of implementation topics

Topic: Auditing an ABUS program

Host: Terry Lynn Bucknall, ABUS Customer Coach

Date: August 6

Start Time for all BizTalks: 12 pm ET, 11 am CT, 10 am MT, 9 am PT

[Register here](#)



Newly added items to the ABUS Club Website

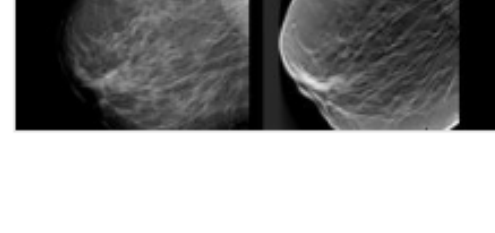
Educational Webinar

[3D Automated Breast Ultrasound: A game changer in the breast care pathway](#)

Professor Erkin Aribal, MD, Acibadem Healthcare Group, Istanbul, Turkey

2D and 3D mammography may miss cancers in dense breasts potentially delaying diagnosis in these women. ABUS as a supplemental exam is becoming an integral part of many practices.

[View the webinar.](#)



CME Conferences with ABUS Workshops

[24th Annual Mammo in Santa Fe](#)

Santa Fe, NM

Aug 5, 2019

[Chicago International Breast Course](#)

Chicago, IL

Nov 1-3, 2019

[National Diagnostic Imaging Show \(NDIS\)](#)

Orlando, FL

Dec 9-12, 2019



Marketing Corner

New items have been added under all categories! New physician, patient, administrative and media materials. Visit <https://www.abusclub.net/us/physician>

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](#)

Comprehensive list of ABUS research: [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 ABUS system ID# when prompted

Sign up other staff members to the ABUS Club:

Email m.molter@ge.com to register your colleagues

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