

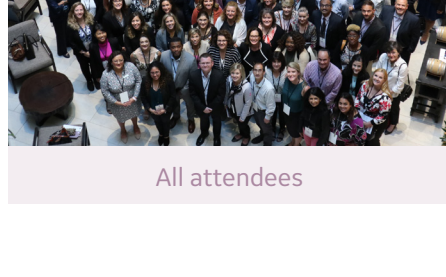


ABUS Club Newsletter

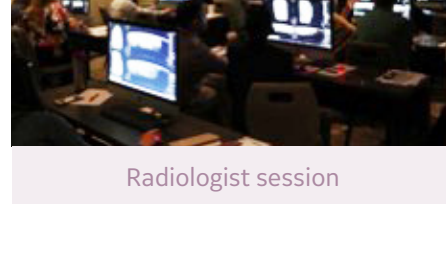
September 2019

5th Annual ABUS User Meeting!

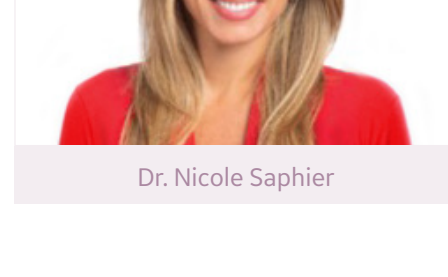
This year's User Meeting on September 20-21, in Charlotte, North Carolina, had the largest attendance ever – 88 attendees. You can learn about the agenda, speakers, topics and who was in attendance on our [2019 User Meeting Page](#). Our keynote speaker was Dr. Nicole Saphier, Breast Radiologist from Memorial Sloan Kettering Cancer Center in New York City and a medical contributor and frequent guest anchor for Fox News Channel and Fox Business Network. We invite you to view the [5th anniversary video](#) and hope you can join us next year!



All attendees



Radiologist session



Dr. Nicole Saphier

Introducing the ABUS Customer Coach Program!

Created to provide additional implementation support from peers, the "Customer Coach Program" was developed for users to access advice from experienced ABUS programs. We are excited to introduce you to our new ABUS Customer Coaches!

To learn more about each one's experience we invite you to visit our [Customer Coach web page](#). To arrange for time with a Customer Coach, please contact [Lindsey Solovey](#), ABUS Implementation Manager.

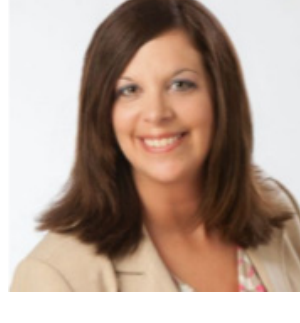


Phyllis Fulk – CFO, Practice Administrator

Imaging For Women | Kansas City, Missouri

Phyllis drives her practice to be focused on patient, staff and referring physician satisfaction. She serves on several medical committees, boards and advisory councils. Phyllis was an early adopter of ABUS Her most recent focus has been to add same day supplemental screening for ABUS patients.

Specialty topics: Billing, Workflow, Reporting, Business Plan, Referring Physician Engagement

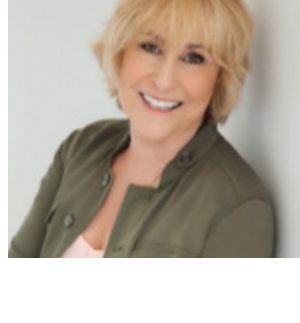


Melissa Marx – Administrator

Fort Jesse Imaging Center & Gale Keeran Ctr for Women | Normal, Illinois

Melissa has dedicated her career to the healthcare industry. Patient service and patient care are priorities for her and her team.

Specialty topics: Patient Education, Marketing, Orders, Scheduling, Staff Training, Referring Physician Engagement



Terry Lynn Bucknall

Independent Consultant and Former Breast Center Director
Valencia, California

Terry has more than 45 years of imaging experience, including 16 ½ years as a Director of Women's Imaging Services. Terry enjoys sharing her experience and knowledge as a speaker and as part of imaging and breast associations.

Specialty topics: Auditing, Staff Training, Referring Physician Engagement, Reporting

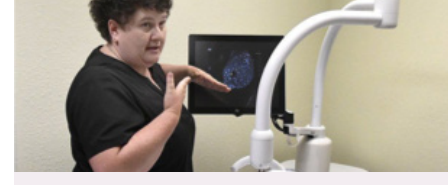
ABUS Users in the News

Transylvania Regional Hospital in Brevard, North Carolina received [television coverage](#) for their new technology and patient story. Featured in the interview are radiologist Beth Vorhis and patient Karen DeWitte who's cancer was found with ABUS.



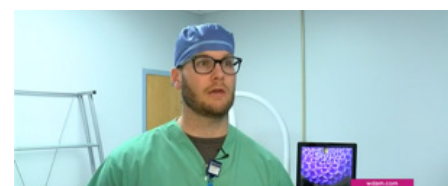
Dr. Beth Vorhis with patient Karen DeWitte

Within weeks of their ABUS installation, **St. Mary's Regional in Enid, Oklahoma** earned [print coverage](#) in the Enid News and Eagle as being the first in their regional area to have ABUS.



Cindy Cartmill ABUS technologist

South Central Regional Medical Center in Laurel, Mississippi was featured in a television story about the benefit of ABUS technology. Surgeon [Dr. Keith Winstead](#), a breast surgeon, was featured.



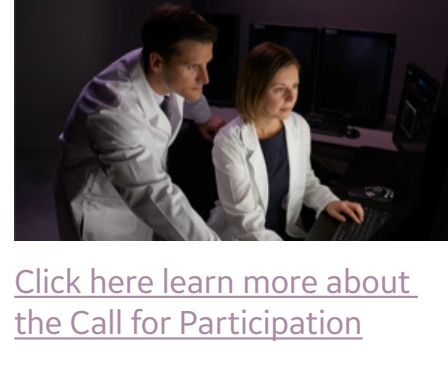
Dr. Keith Winstead, breast surgeon

Two ABUS programs were quoted in a new article in the September issue of Radiology Today. The article "[Breast Density and Risk Based screening](#)" includes quotes from **Dr. Joe Russo from St. Luke's Health University Health Network, Bethlehem, PA** and **Dr. Eric Kraemer from Reno Diagnostic Centers, Reno, NV**.

North Country Hospital in Newport, VT was featured for their addition of Invenia™ ABUS 2.0 into their breast care services. Radiologist [Dr. Steven Perlin](#) was interviewed.

ABUS Clinical Research Update

Our ABUS clinical research team is working hard to understand and prove the value of ABUS. **We need your help** – both to **provide clinical cases** for research and for **physicians to participate as readers** on GE Sponsored research. Participating sites and physicians are compensated for their time, acknowledged in any resulting publications as contributors and have the opportunity to be part of the future of automated breast ultrasound. In applying to be part of our "Call for Participation", sites and physicians will become part of a database that we will utilize as future research opportunities develop.



[Click here learn more about the Call for Participation](#)

Educational Opportunities

2019 ABUS DocTalks –

Monthly physician ABUS reading discussions that are exclusively for physicians who have completed the GE ABUS Mastery Program. Join Dr. Kristina Jong as she shares techniques to speed your reading time, increase your confidence and answer all your ABUS questions.

Host: Kristina Jong MD, ABUS Peer Educator

Audience: Physicians who have previously attended the ABUS Mastery training

Dates: Oct 15, Nov 19, Dec 17

Time: 2 pm ET, 1 pm CT, 12 pm MT, 11 am PT

[Register here](#)



Kristina Jong, MD

2019 BizTalks Schedule

Do you need some tips to grow your ABUS program or to help overcome challenges? Join these bimonthly webinars on a variety of implementation topics and forum for discussing best practices.

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

[Click here to register for any BizTalk](#)

Topic: Advocacy Update

Host: JoAnn Pushkin, Executive Director, [DenseBreast-Info.org](#)

Date: October 17, 2019

Topic: ABUS Economic Value

Host: Phyllis Fulk, ABUS Customer Coach, CFO, Practice Administrator, Imaging For Women, Kansas City, MO

Date: December 18, 2019

Topic: Using the Tools at Your Fingertips – Let's Market ABUS!

Host: Maryanne Molter, Global Marketing Communication Manager, ABUS, GE Healthcare

Date: January 16, 2020

Topic: Growing your ABUS Program

Host: Melissa Marx, ABUS Customer Coach, Administrator, Fort Jesse Imaging Center & Gale Keeran Ctr for Women, Normal, Illinois

Date: February 20, 2020



Archived BizTalks are now available

[Auditing an ABUS Program](#)

Presenter: Terry Lynn Bucknall – Retired Administrator; ABUS Customer Coach

Air date: April 30, 2019

[Best Practices](#)

Presenter: Terry Lynn Bucknall – Retired Administrator; ABUS Customer Coach

Air date: June 10, 2019

[Using Mammography Team to Educate Patients and Optimize the ABUS Schedule](#)

Presenter: Marie Stork – Lead Mammography Technologist, Fort Jesse Imaging

Air date: June 26, 2019

Conferences with ABUS Workshops

[Chicago International Breast Course](#)

Chicago, IL

Nov 1-3, 2019

[Breast Ultrasound with Dr. Tom Stavros](#)

Arlington, VA

Nov 7-10, 2019

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

Orlando, FL

Dec 9-12, 2019

Newly added items to the ABUS Club website

New items have been added under many categories!

[Links document of ABUS videos on YouTube](#)

[ABUS Customer Coach Program page](#)

[New BizTalks schedule and archived programs](#)

[Surgeon case study](#)

[Terms of use policy](#)

[Articles](#)

[2019 User Meeting](#)

GE is proud to support medically-sourced non-profit [DenseBreast-info.org](#). If you or staff would like to receive updates from the organization about research, website content or legislation, please email contact@dense-info.org and add "Email list" to the subject line

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

Please share this information below:

Monthly virtual ABUS demonstrations – Do you know someone interested in learning more about Invenia ABUS? Complimentary online demos available 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: [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