



# ABUS Club Newsletter

January 2020

We've said goodbye to 2019 and as we begin 2020, we dedicate this newsletter to celebrating our users' success and thank all of you who support the adoption of supplemental screening with Invenia ABUS. Our gift to you is many new items on the ABUS Club, especially new webinars to help promote the application of personalized breast care.

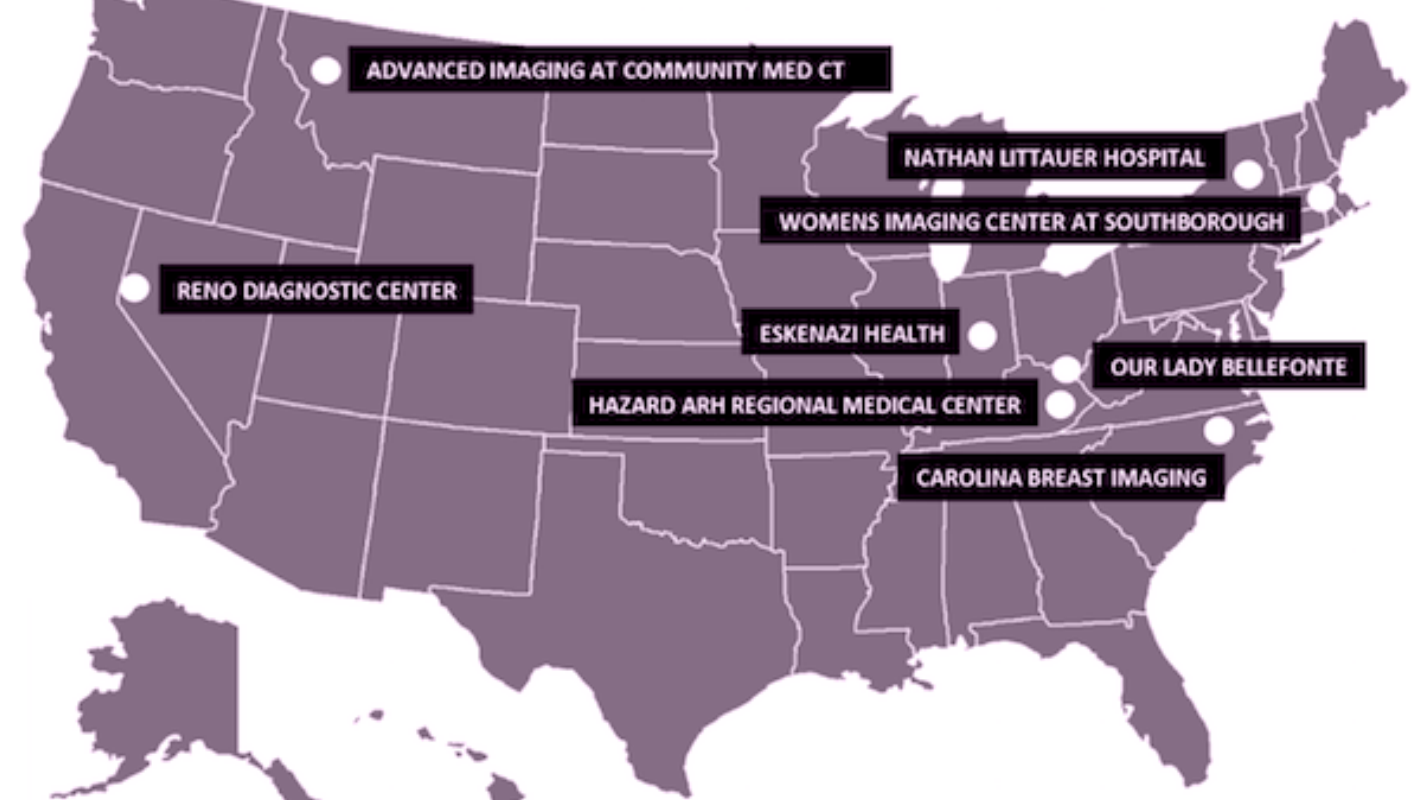
## RSNA 2019

In addition to our annual exhibit, we again hosted our Personalized Breast Care educational and experience room. This year we had speakers from the US and around the world, and hosted over 300 attendees at 29 sessions. Many of your fellow ABUS Club members led workshops and didactic lectures. Dr. Serena Tidwell from Pink Monarch in Columbus, GA, also presented her research at a poster session. We'd like to thank all of our ABUS presenters and peer educator, Dr. Kristina Jong, for their expert presentations.



## Breast cancer awareness month

This year's observance was particularly successful for ABUS users. Many of our newly installed sites received local media coverage. Please click on the links below to learn about these new ABUS users. Congratulations to all the users below for these great promotions!



## Halloween with an ABUS twist

Gloria Hall from Rush Copley in Chicago, IL, decided on a unique costume. She went as an A-BUS. We jokingly told her their motto can be "if you have dense breasts, treat yourself to an ABUS". Thank you Gloria for this creative idea and tribute to ABUS!



## ABUS and Breast Density in the news

ABUS user Dr. Athina Vourtsis and Dr. Wendie Berg recently published a paper in the Journal of Breast Imaging titled "[Screening Breast Ultrasound Using Handheld or Automated Technique in Women with Dense Breasts](#)". It was selected as the "Editor's Choice" article.

Another great article about how ABUS is helping find more cancers in women with dense breast tissue was published in Axis Imaging News with quotes from GE Healthcare's Luke Delaney, GM of Automated Breast Ultrasound. [Read Article](#)



## ABUS clinical research

Research is the pathway to advance the breast care pathway. Please consider working with us on our Calls for Participation (both case collection and curation). Be a part of the future of automated breast ultrasound!

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

## Newly added items to the ABUS Club Website

### Education and training

Training Video – [Invenia Viewer Quick Start Guide](#)

Webinar – [Breast Density, a Personal Biomarker for Cancer](#)

Speaker: Monica Saini, MD, Radiologist and Chief Medical Officer, Volpara

Webinar – [Risk-Based Breast Cancer Screening](#)

Speaker: Eric Kraemer, MD, Radiologist, Reno Diagnostic Centers

Webinar – [Breast Density: Why it Matters and What to do About it](#)

Speaker: Allison Zupon, MD, Imaging for Women, Kansas City, MO

Webinar – [Our Learning Journey: What We're Doing Differently for Our 7th ABUS Installation](#)

Speaker: Katherine Patterson, MD, Assistant Professor of Clinical Radiology, Division Chief, Breast Imaging, IU Health

Webinar – [Reducing False Positives](#)

Speaker: Marc Inciardi, MD, Radiologist, Kansas University Health System, Kansas City, KS

### Marketing Corner

[Invenia ABUS 2.0 poster](#) (Chinese language)

### Technology

[Invenia ABUS 2.0 advancements sheet](#)

[Invenia ABUS Viewer datasheet](#)

### Implementation Corner

[Emerson Reimbursement handout for referring physicians](#)

[Patient Advisory](#) (reimbursement)

### Biztalk Archive

[Advocacy Update](#)

Speaker: JoAnne Pushkin, Executive Director, DenseBreast-Info.org

## Are you planning to attend SBI?



**Pre-Conference Workshop: 3D Automated Breast Ultrasound Screening: Early Detection and Diagnosis (ABUS)**

8 hour course for physicians will focus on building skills in interpreting automated breast ultrasound (ABUS) studies.

Wednesday April 15, 2020 7:45 AM – 6:00 PM

[Register](#)

## 2019/2020 BizTalks Schedule -

*Bimonthly webinars on a variety of implementation topics*

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

[Register](#)



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

**Host:** Nicole Hughes, Clinical Coordinator, Longstreet Clinic, Gainesville, GA and Maryanne Molter, Global Marketing Communication Manager, ABUS, GE Healthcare

**Date:** January 16, 2020

**Topic: Auditing your ABUS Program**

**Host:** Terry Bucknall, consultant and ABUS Customer Coach

**Date:** February 20, 2020

**Topic: Growing your ABUS Program**

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

**Date:** March 19, 2020

## 2020 ABUS DocTalks

*Monthly physician ABUS reading discussions*

**Host:** Kristina Jong MD, ABUS Peer Educator

**Audience:** Physicians who have previously attended the ABUS Mastery training

**Dates:** Jan 31, Feb 21, Mar 20

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

[Register here](#)



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

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

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

[Breast360.org](http://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](mailto: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](mailto:m.molter@ge.com)