



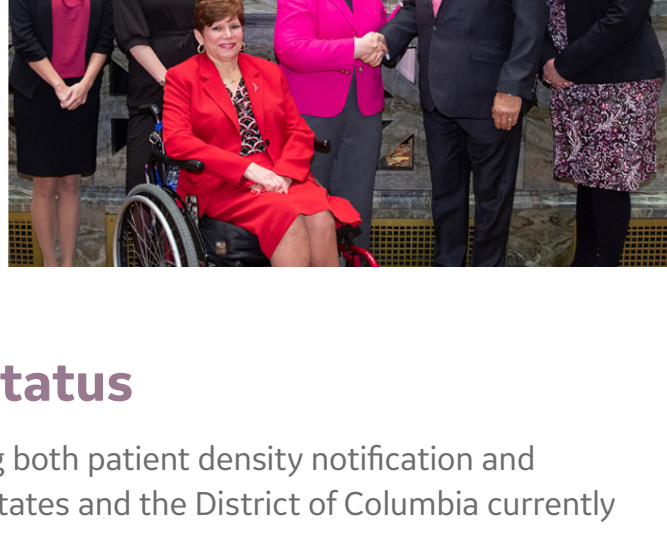
ABUS Club Newsletter

March 2020

In this first edition of 2020, we feature news about many ABUS users, as well as the progress in more states enacting density inform and pursuing reimbursement coverage for supplemental screening. It's all good news for women with dense breasts!

Pennsylvania State Senate Approves Bill to Cover Cost of Supplemental Breast Cancer Screenings

In this legislation, insurers will be required to cover supplemental screenings for women at high risk for breast cancer, including women with extremely dense breast tissue. Additionally, insurance coverage will also be extended if a woman is believed to be at increased risk for breast cancer due to family history or prior personal history of breast cancer, positive genetic testing or other indications. The bill was then sent to the House of Representatives for consideration. [Learn more](#)



Current Density Legislation Status

West Virginia also introduced legislation addressing both patient density notification and ultrasound reimbursement coverage. Thirty-eight states and the District of Columbia currently have active laws, and West Virginia would be the 39th state with breast density notification legislation and the 10th state with mandated reimbursement coverage for supplemental screening with ultrasound!

Special Report: Iowa Breast Density Inform Law



Dr. Arnold Honick of Radiology Consultants of Iowa in Cedar Rapids was interviewed for this CBS 7 news story. He educated the community on dense breast tissue and the new Iowa density inform law that was recently activated.

[Watch the story](#)

Investing in Breast Health

St Mary's Regional Medical Center in Enid, OK was recently featured in a Duncan Banner news story about expanding their services, equipment and staff in 2020 for more opportunities. They took the opportunity to highlight their ABUS program as a key investment. [Learn more](#)



Good News for Women in Arkansas



Fox 16 in Little Rock, Arkansas announced that Baptist Health now offers FDA approved supplemental screening for dense breasts. "We are pleased to add automated whole breast ultrasound to our breast cancer screening program," said Dr. Amanda Ferrell, Medical Director of Baptist Health Breast Center." [Learn more](#)

Excellent Example of Use of Social Media to Promote ABUS

One of our newer ABUS users, OBGYN Dr. David Patterson, Charleston WV, has the right idea about using social media to promote the need for breast care and his services. His site uses a combination of a [Facebook](#) site, Facebook posts, "Vlogs" and other videos that are hosted on YouTube.

His newest video, [Missy Vlog 15](#) tells the story of a patient – who is also his employee – who had her first mammogram and a cancer was found. Pristina and ABUS are featured in this video. They have also made a specific [video about ABUS](#) and being the only site in the area to offer this service.



The staff post regularly on the Facebook site and they have about 7400 followers. Dr. Patterson's videos and Facebook posts feature his team and establishes them as fun, friendly and caring. Social media is not only a great way to promote a business, but it also is a great tool to educate women on the breast care.

Kristen Barker, Administrator at Dr Patton's practice, will be on an upcoming BizTalk to discuss how they manage their social media account and how videos have helped them market their practice.

Healthy You Podcast: Do You Have Dense Breasts?



Podcasts are another tactic that is growing in popularity as a way to reach the community with information. Dr. Georgia Giakoumis Spear, Chief of the Department of Breast Imaging, NorthShore University HealthSystem in Evanston, IL took to the airwaves and helped listeners understand the past, present and future of breast cancer screening – including her advocacy to create new laws to help women get the right screening. "What is breast density?" and recent advances in supplemental screening, breast density notification laws, and mandatory reimbursement for screening and diagnostic breast imaging were also discussed. [Listen here](#)

A new study was published in the March 2020 issue of JACR titled: **Breast Density Awareness, Knowledge, and Attitudes Among US Women: National Survey Results Across 5 Years.** The study concluded that although breast density awareness has increased, important disparities persist. Knowledge of breast density's impact on risk has increased; knowledge about masking and breast density discussions with providers have not. Most women want to know their breast density, would not feel anxious or confused as a result of knowing, and would feel empowered to make decisions. [Read the study](#)



Plan to attend this new CME event!

OPTIMIZING AN AUTOMATED BREAST ULTRASOUND PROGRAM



September 11-12, 2020
Coronado Island Resort & Spa • San Diego, CA

Attendees will collaborate, discover best practices, gain hands-on experience, and provide feedback on 3D Automated Breast Ultrasound. This course is intended for radiologists, administrators and imaging technologists. Earn up to 10 AMA PRA Category 1 Credit™. [Visit WorldClassCME.com for more information](#)

ABUS clinical research

The ABUS Google Scholar is a great resource that provides an easy way to find ABUS related publications. Citations to these articles are displayed to help gauge the visibility and influence in real time. [Visit the ABUS Google Scholar](#)



Newly added items to the ABUS Club Website

News and Events

[Updated events schedule](#)

Education and Training

Webinar additions

[Latest Advancements in Automated Breast Ultrasound Screening for Women with Dense Breasts](#)
Presenter – Dr. Jocelyn Rapelyea

[Anatomy of the Coronal View: Imaging Women with Dense Breasts](#)
Presenter – Prof. Laszlo Tabar

Implementation Corner

Biztalk archive additions

[Using Metrics to Grow Your Program](#)

Presenter: Terry Bucknall, independent consultant, ABUS Customer Coach

[Using the Tools at Your Fingertips- Let's Market ABUS!](#)

Presenter: Nicol Hughes, Clinical Coordinator, Longstreet Clinic, Gainesville, GA

[ABUS Economic Value](#)

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

2020 BizTalks Schedule –

Bi-monthly webinars on a variety of implementation topics

Date: Thursday, April 16

Topic: Basic Strategies for Implementing Your ABUS Program

Presenter: Lindsey Solovey, ABUS Implementation Manager

Date: Thursday, May 21

Topic: To be announced

Date: Thursday, June 18

Topic: To be announced

Check the [ABUS Club website](#) for the latest line-up of topics and speakers

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: April 10, May 8, June 12

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](#)

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](#)

ABUS Google Scholar: [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

[BremFoundation.org:](#) 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