



ABUS Club Newsletter

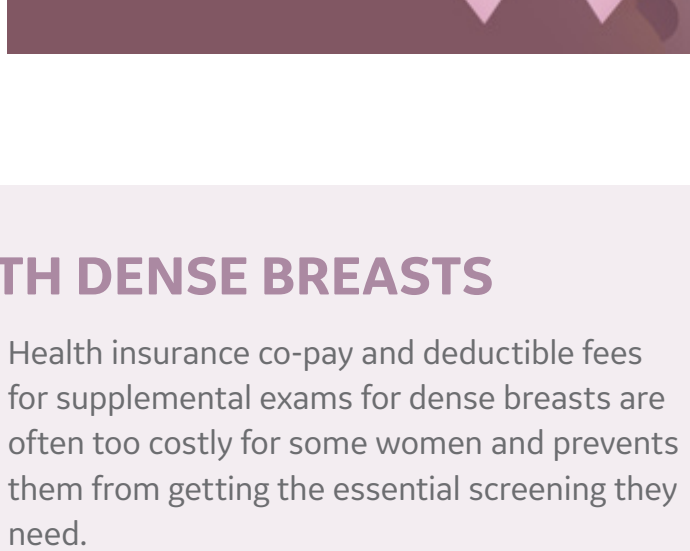
September 2020

Breast Cancer Awareness Month is upon us again and we have much to share!

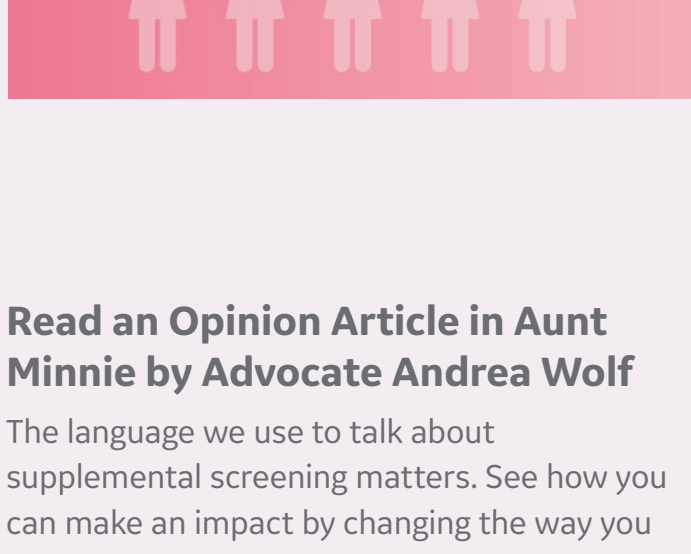
PROMOTIONAL TOOLS

Encourage women to get their mammograms

Most breast centers have re opened their doors to screening with new disinfection and distancing protocols in place, so it is a great time to remind women not to skip their mammograms this year. Download this [free toolkit](#) to access handouts, postcards, social media graphics and a short video to promote "don't skip" breast care during October.



ADVOCACY FOR WOMEN WITH DENSE BREASTS



Health insurance co-pay and deductible fees for supplemental exams for dense breasts are often too costly for some women and prevents them from getting the essential screening they need.

We invite you to join us in a new campaign to advocate for full coverage for essential screening for women with dense breasts.

Join Us for an Empowering Webinar

Learn how to advocate for your patients. Attend – Take Action! Improving Access to Essential Breast Screening for Women with Dense Breasts" webinar Tuesday, October 6, 2020, 7pm ET [Register](#)

Read an Opinion Article in Aunt Minnie by Advocate Andrea Wolf

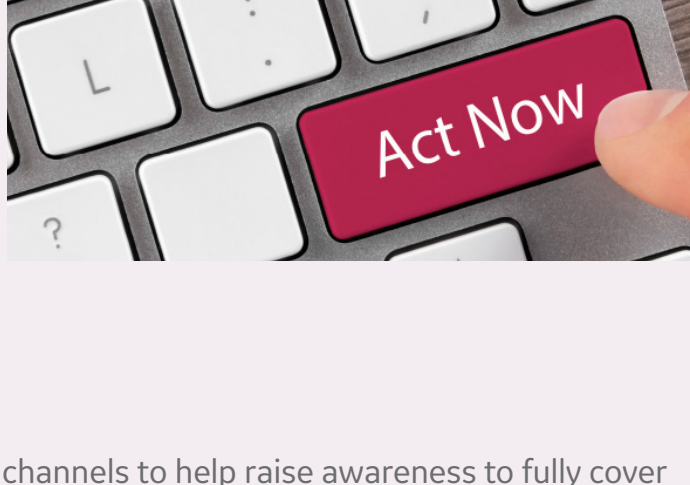
The language we use to talk about supplemental screening matters. See how you can make an impact by changing the way you talk about it. [Read now](#)

Get Involved

If you are passionate about better care for women with dense breasts, please visit [densebreasttests.com](#) to learn how you can make a difference for women in your state.

Use your Social Skills

Take a moment to share these links on your social channels to help raise awareness to fully cover the cost of essential screening for women with dense breasts: [Click Here](#)



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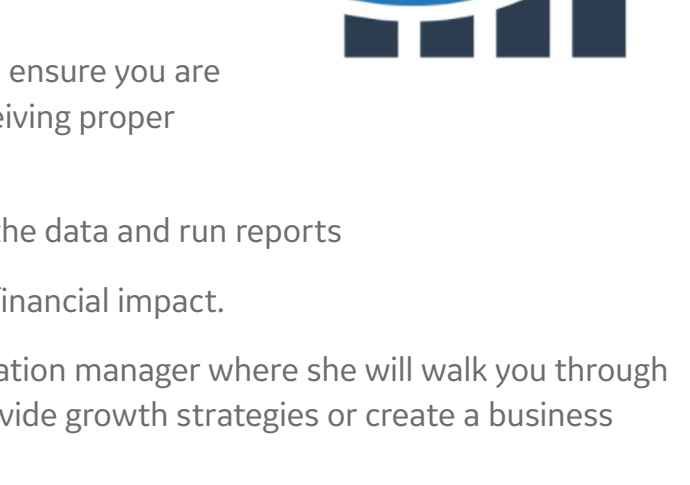
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PATIENT CARE WEBINAR

"Don't Skip" Digital Meet Up – October 27, (time) A panel of healthcare providers discuss techniques they've used to engage patients and promote that women return to regular breast screening.

[REGISTER](#)



BREAST CARE ADVOCACY IN THE NEWS



This summer, both Pennsylvania and Missouri passed legislation improving insurance coverage for women at high-risk (including dense tissue). Visit [densebreastinfo.org](#) to learn more details about these and other states that mandate insurance coverage for women at higher risk for breast cancer. In both instances, the patient may still be responsible for out-of-pocket expenses (copay/deductible/co-insurance). Visit [densebreasttests.com](#) to learn how to advocate in your state for full coverage for essential screening.

NEW ABUS PROGRAM AUDIT TOOL

A new tool to help audit your ABUS program progress is now available. The tool allows you to input your program data to track volume, recall rates and cancer detection rates. You will be able to view and print the resulting metrics and graphs into a consolidated report that will help you develop growth strategies for your ABUS program.

Objective: Track and audit your ABUS program to ensure you are capturing all dense breasted patients and are receiving proper reimbursement.
Time investment: 1-2 hours per month to input the data and run reports
Goal: Use results to show patient outcomes and financial impact.

Bonus: Set up a formal audit with our implementation manager where she will walk you through the tool, input the data, and use the results to provide growth strategies or create a business review for you to share internally.

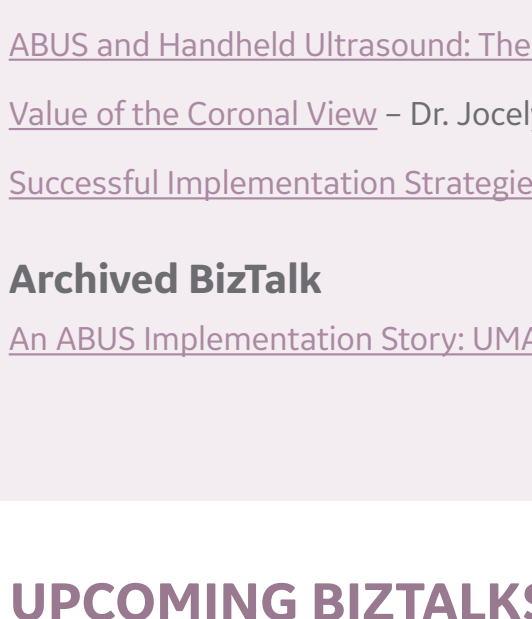
[Start here](#)

If you have any questions, contact [Lindsey Solovey](#), ABUS Implementation Manager.



NEW RESEARCH

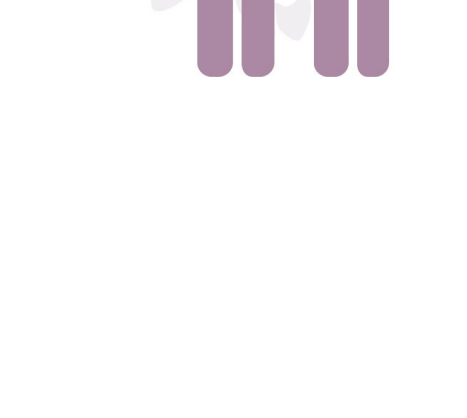
New research studies investigate the use of ABUS beyond screening:



- [Automated breast ultrasound compared to hand-held ultrasound in surveillance after breast-conserving surgery](#)
- [ABUS as an alternative to hand held ultrasound for response control in neoadjuvant breast cancer treatment](#)
- Another study found **diagnostic performance of ABUS** was comparable with that of conventional HHUS in evaluating NME (non mass-like enhancement) lesions ABUS evaluation of pure NME lesions was shown as a useful technique with high visibility, especially in malignant lesions. [Read more](#)

DENSEBREAST-INFO.ORG RESEARCH

The results of the first of two recently conducted **DB-I research studies** have been published in the *Journal of Breast Imaging*. The study, [Radiologic Technologist and Radiologist Knowledge Gaps about Breast Density Revealed by an Online Continuing Education Course](#), identified provider knowledge gaps and their predictors based on an analysis of posttest responses to their CME/CE course, [Breast Density: Why it Matters](#). The paper concluded that Important knowledge gaps regarding breast density implications for breast cancer screening, breast cancer risk assessment, high risk screening recommendations, and screening technologies exist among radiologists and radiologic technologists.



Join a webinar where they will discuss the results of their research:
Dense Breasts: What Don't You Know? Knowledge Gaps and Educational Tools
November 12, 7:30 ET | 6:30 CT | 4:30 PT
[REGISTER](#)

NEW MATERIALS ON ABUS CLUB

Patient Awareness

[Mask design for Read center staff](#)

Advocacy

[Social media posts and links](#)

[Resources](#)

Education and Training

[Invenia ABUS cleaning document](#)

[Book download –Automated Breast Ultrasound – A User's Guide](#)

Webinars

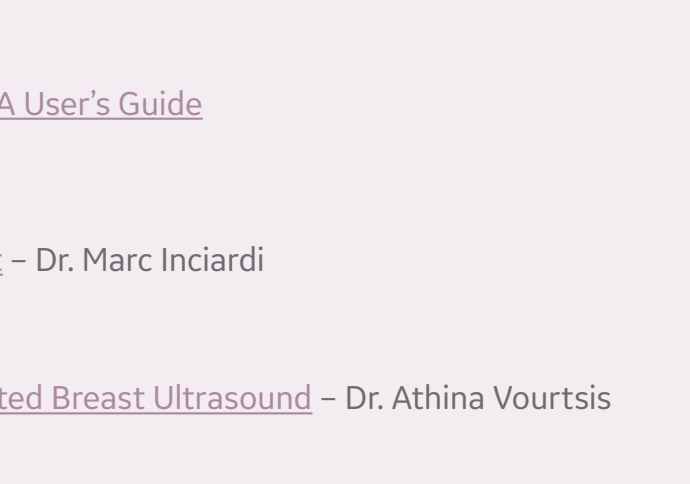
[ABUS and Handheld Ultrasound: The Clinical Audit](#) – Dr. Marc Inciardi

[Value of the Coronal View](#) – Dr. Jocelyn Rapelyea

[Successful Implementation Strategies for Automated Breast Ultrasound](#) – Dr. Athina Vourtsis

Archived BizTalk

[An ABUS Implementation Story: UMASS's Journey to Program Launch](#)



UPCOMING BIZTALKS AND TECHTALKS SCHEDULE

Monthly breast center staff discussions including patient care, operations, marketing and other topics

Take Action: Improving Access to Essential Breast Screening for Women with Dense Breasts

Date: October 8th, 2020 – 12 pm ET

[REGISTER](#)

ABUS Program Auditing Tool Overview

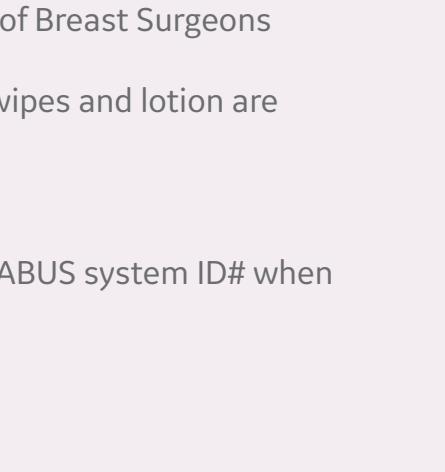
Date: November 12th, 2020 – 12 pm ET

[REGISTER](#)

TechTalk Topic

Date: December 10th, 2020 – 12 pm ET

[REGISTER](#)



UPCOMING ABUS DocTalks SCHEDULE

Monthly physician ABUS reading discussions

Host: Kristina Jong MD, ABUS Peer Educator
Audience: Physicians who have previously attended ABUS Mastery training
Dates: Fridays - Oct 9, Nov 20, Dec 18
Time: 2 pm ET, 1 pm CT, 12 pm MT, 11 am PT

[REGISTER](#)

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: [Download your complimentary copy](#)

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](#)