



A passion for healing. A love of giving.

3D Breast Imaging with Tomosynthesis



A Life-Saving Innovation in the Battle Against Breast Cancer

We don't believe women should ever settle for second best when it comes to their health and well-being. That's why Pomona Valley Hospital Medical Center (PVHMC) Foundation is proud to support a dynamic program with the potential to save countless lives.

3D Breast Imaging with tomosynthesis is a new type of mammogram that produces a 3D image of the breast, giving doctors a powerful new tool in the fight against breast cancer. This breakthrough technology, which received FDA approval in February 2011, is taking digital mammography to the next level.

Using 3D images, breast tomosynthesis allows radiologists to better see the size, shape and location of irregularities, resulting in both the detection of smaller tumors and fewer anxiety-producing false positive exams.

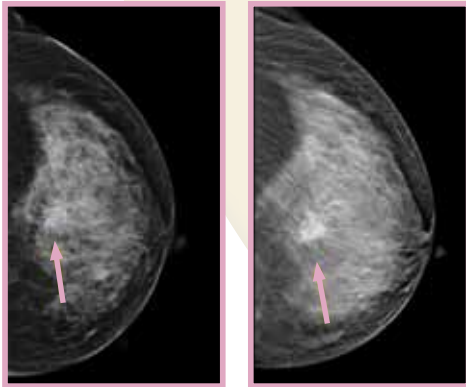
PVHMC will be the first in this region to offer every woman, every time, 3D breast imaging. All four of our 2D digital mammography machines will be replaced with this new 3D technology. Your philanthropic support of this vital program at PVHMC will help save lives in our community.

“Tomosynthesis is a better, more accurate mammogram, particularly in younger women with dense breasts, although it will benefit all women. It will allow the radiologist to detect cancer earlier, when it is more easily treatable.”

— Paul Reisch, M.D., PVHMC Radiologist and Medical Director of the Breast Program

The Benefits are Clear

Traditional mammography saves lives every day. With 3D mammography breast tomosynthesis we will save even more.



Dense breast with hidden mass using 2D digital mammography

Dense breast showing clear mass with 3D tomosynthesis

- **EASIER DETECTION.** 3D mammograms give doctors the ability to manipulate the digital images and see into overlapping breast tissue, making a tumor easier to see.
- **FEWER CALLBACKS.** This 3D technology will reduce false alarms. Its 3D view can prove that a spot which looked questionable on a traditional mammogram is really no cause for concern. This means fewer callbacks, fewer additional scans and biopsies, and less anxiety for patients and their families.
- **EARLIER DETECTION.** Overlapping tissue can hide a small tumor on a traditional mammogram. With breast tomosynthesis the 3D images can be taken apart and examined individually, potentially detecting cancers earlier.
- **BETTER VISUALIZATION.** 3D images help radiologists better see the size, shape and location of an abnormality. The flattened image of a traditional 2D mammogram can hide this information.
- **MORE COMPREHENSIVE SCREENING.** Fifteen percent of women who have had cancer in one breast will have another tumor in the same or opposite breast. Tomosynthesis screens the whole breast, not just the problem area as is done with a traditional diagnostic mammogram.

For women with dense breasts (breasts comprised of more muscle than fat) 3D mammograms can be particularly beneficial. Dense breasts can obscure the tiny tumors mammography is meant to find. Dense tissue can also mimic a tumor on a traditional 2D mammogram.



Your Contribution Will Save Lives

Thank you for considering a gift to help this vital project. Your generous contribution will help us provide PVHMC with four tomosynthesis 3D mammography units, at a cost of \$450,000 each, and to complete the required remodeling of our breast health imaging suites, for a total project cost of \$1.8 million.

There are many ways to give:

CASH - We can accept checks, credit cards, electronic funds transfers and cash.

PLEDGES - You may choose to spread out your donation over a period of time, through check, cash or credit card.

SECURITIES AND OTHER LIQUID ASSETS - Stocks, bonds, mutual funds and similar assets are an excellent way to give. You may avoid capital gains taxes while receiving a tax deduction for the full value at the time of transfer.

REAL ESTATE - You can avoid capital gains tax when donating a house, land or other real estate while receiving a deduction for its full market value.

PLANNED GIVING - You can plan your donation through estate planning, bequests, charitable remainder trusts or life insurance.

HONORARY GIFT - Honor someone with a special donation made in their name.

MEMORIAL GIFT - Cherish the memory and legacy of someone special with a donation in their name.

All gifts are confidential and tax deductible. Your donation will be used exclusively for 3D tomosynthesis breast imaging at PVHMC.

It would be our pleasure to share more information with you about this exciting project and how it will save thousands of lives in coming years. We welcome the opportunity to meet with you to share full details about this project.

For further information, please contact:

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Together, We Make Healthcare Better

“Traditional mammography has problems with mimicks and masks – superimposition can both mimic abnormalities and obscure them. 3D tomosynthesis reduces both false positives and false negatives when we screen for breast cancer, thus making both radiologists and the women we image more confident in their tomosynthesis mammography report.”

— Johnson Lightfoote, M.D.,
PVHMC Medical Director of Radiology

Nationally recognized, Pomona Valley Hospital Medical Center is the area's leading provider of comprehensive healthcare with centers of excellence in cancer, heart and vascular, kidney stones, and women and children's services. We also have an award-winning emergency department and neighborhood health centers for quality healthcare close to home. Through our expert physicians and advanced technology, we offer the perfect blend of state-of-the-art medical treatment and personalized care.



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