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## Hologic's Genius™ 3D Mammography™ Continues to Lead the U.S. Breast Tomosynthesis Market



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### ***Mammography providers say Hologic stands out for technology innovation, high image quality, and C-View™ dose-reduction technology***

Hologic, Inc. (NASDAQ: HOLX) announced that U.S. mammography providers gave Hologic and Hologic's Genius™ 3D Mammography™ exams top scores in a new study by KLAS Research, Women's Imaging 2015. Are New Technologies Delivering Promised Benefits? [1]

In the study, mammography providers scored Hologic highest in all 11 performance measures evaluated by KLAS. For example:

- 95% of users said they would buy from Hologic again.
- 67% of users said Hologic was their best mammography vendor.

The researchers noted that Hologic *3D Mammography™* stands out for technology innovation and high image quality, and that its *C-View™* software is strengthening satisfaction and encouraging adoption.

"For many years, Hologic's mammography systems have been the systems of choice in most countries of the world," said Pete Valenti, Hologic's Division President, Breast and Skeletal Health Solutions. "This new study shows that Hologic continues to lead the U.S. breast cancer screening market, and that customers are pleased with our *Genius™ 3D Mammography™* exams."

The KLAS study found significant movement in the mammography space thanks to the advent of breast tomosynthesis technology. For example, 65% of the providers surveyed by KLAS planned to invest in breast tomosynthesis technology during the next two years, up from 57% in 2014. The study notes that many respondents who said they did not intend to purchase had already upgraded to tomosynthesis.

Clinical studies have shown that a Hologic *Genius™ 3D Mammography™* exam using the Company's low-dose software is superior to 2D exams alone for all breast types, improving diagnostic accuracy while also reducing recalls. With *C-View™* software, facilities can offer a better exam at an equivalent dose to 2D alone.

A site locator for *Genius™ 3D Mammography™* exams is available by clicking on <http://mygenius3d.com/find-a-facility/>. *Genius™ 3D Mammography™* exams are available only on Hologic's Selenia® Dimensions® system.

### **References:**

[1] "Women's Imaging. Are the New Technologies Delivering Promised Benefits? August 2015. Performance Report." © 2015 KLAS Enterprises, LLC. All rights reserved. [www.KLASresearch.com](http://www.KLASresearch.com)

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