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## Arab Health 2014: Hologic to Showcase Award-Winning 3D Mammography Platform



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With an emphasis on improving lives, Hologic is focused on bringing the latest in diagnostic innovations to the fast growing Gulf region

Hologic, Inc., a leading developer, manufacturer and supplier of premium diagnostic products, medical imaging systems and surgical products, with an emphasis on serving the healthcare needs of women, will feature its award-winning 3D mammography (breast tomosynthesis) technology platform as part of its comprehensive suite of healthcare solutions at the 39th Arab Health Congress.

"The Arab Health Congress provides us with the unique opportunity to highlight our comprehensive suite of imaging, diagnostic and surgical healthcare solutions in one venue," said David Harding, Group Senior Vice President and General Manager, Women's Health. "In 2013, we opened an office in Dubai strengthening our presence in this strategic region through enhanced customer service and improved sales and marketing support for our regional partners. As a single-source supplier of world-class imaging, diagnostic and surgical products, we are committed to helping clinicians identify diseases earlier when the chance of successful treatment is at its greatest – an enormous benefit to patients and healthcare systems."

Prominently highlighted at the Congress will be Hologic's 3D mammography platform including the Selenia Dimensions 3D mammography system with C-View software. C-View software allows a 2D image to be constructed from a 3D data set without the need for a separate 2D x-ray exposure. C-View software is designed to offer a number of benefits including a reduction in x-ray exposures leading to shorter exam times (less than 4 second scan per view), and increased patient comfort from the shorter compression time.

Also featured this year is Hologic's Affirm 3D mammography biopsy option designed for the localisation and accurate targeting of regions of interest including targeting lesions not detected with conventional 2D imaging. This first of its kind biopsy technique provides numerous advantages over traditional stereotactic biopsy procedures, including faster lesion targeting and reduced patient procedure time.

The Affirm system is pre-programmed for use with the Company's Eviva and ATEC vacuum-assisted breast biopsy devices.

Hologic's 3D mammography offers proven superior clinical performance compared to 2D alone, with a 40% improvement in invasive cancer detection coupled with a 20-40% reduction in recall rates.

The Company pioneered the 3D mammography imaging and biopsy market with the introduction of its Selenia Dimensions 3D system in 2008 and has placed well over 1,000 3D mammography systems in 59 countries. Hologic is the only company to have a US Food and Drug Administration approved 3D mammography system.

Hologic is showcasing two other new commercial products for the first time at Arab Health. Hologic's Selenia Dimensions Avia Package offers a lower-cost option for customers seeking a 2D screening only or 2D screening and diagnostic solution with an upgrade path to future applications such as 3D mammography.

The Company's Horizon DXA series is designed to offer clinicians expanded technical capabilities, workflow efficiencies and improved design components that assist clinicians in the assessment of critical health problems such as osteoporosis, cardiovascular disease, body composition and atypical femur fractures.

Also on display will be Hologic's market leading products for extremity imaging, imaging analytics, GYN surgical and molecular diagnostics. A sampling of these products includes the NovaSure system for heavy menstrual bleeding, the MyoSure system for minimally-invasive fibroid and polyp removal, the ThinPrep, Cervista and Aptima cervical health screening products and Panther, the Company's fully automated molecular testing system.

All of Hologic's game-changing technologies will be exhibited at Arab Health 2014.

Source: [Hologic](#)

28 January 2014

Published on : Tue, 28 Jan 2014