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## Hologic showcases new breast surgery franchise at 20th Annual Meeting of ASBR

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### *Breast health leader will highlight expanding portfolio for breast conserving surgery*

[Hologic, Inc.](#) will showcase its growing breast surgery franchise, which includes products such as the new Trident® HD specimen radiography system, LOCalizer™ wire-free guidance system and the BioZorb® marker, in Booth #103 at the [20th Annual Meeting of The American Society of Breast Surgeons \(ASBS\)](#) in Dallas from April 30 to May 5.

The pioneer behind the Genius™ 3D Mammography™ exam, Hologic has recently expanded its product portfolio significantly through insight-driven innovation and strategic acquisitions to address the entire clinical continuum of breast cancer diagnosis and care. From digital specimen radiography and stereotactic breast biopsy systems, to breast biopsy markers and surgical guidance systems – Hologic’s comprehensive suite of products is designed to meet the unmet and changing needs of radiologists, pathologists and breast surgeons.

“ASBS marks an exciting milestone this year as we debut our newly expanded portfolio of breast conserving surgery solutions,” said Pete Valenti, Hologic’s Division President, Breast and Skeletal Health Solutions. “We look forward to building upon our relationships with this community of leading breast surgeons and showcasing our growing suite of products designed to improve cancer detection, patient satisfaction and comfort, and facility workflow.”

A sampling of the products on display in the Hologic booth includes:

- The [Trident® HD specimen radiography system](#), a next-generation solution that delivers enhanced image quality, improved workflow and instant sample verification during breast-conserving surgeries and stereotactic breast biopsies.<sup>1</sup> The system, which recently received FDA clearance in the U.S. and a CE Mark in Europe, uses amorphous selenium direct capture imaging – the same detector technology used in Hologic’s 3Dimensions™ mammography system – to generate crisp, clear, high-resolution images. The system also features a bigger detector that allows for complete imaging of larger breast surgical specimens, along with a wide range of surgical and biopsy samples.<sup>2</sup>
- The [LOCalizer™ wire-free guidance system](#), which is designed to enable precision and ease of use for breast surgery guidance. The LOCalizer tag is designed to replace traditional wire-guided methods, helping provide increased comfort and convenience for patients and their healthcare teams. Additionally, the Tag is designed to be implanted into the breast any time prior to the surgery, providing increased flexibility for patients and providers. A recent study has shown that the LOCalizer tag may be able to reduce positive margin rates with lumpectomy due to the unique feature of reading distance from the tag.<sup>3</sup>
- The [BioZorb® 3D bioabsorbable marker](#), an implantable three-dimensional marker that potentially enables a more targeted radiation therapy and helps clinicians overcome challenges in breast conserving surgery or lumpectomy. When used to mark the surgical site, BioZorb has been shown to yield good to excellent cosmetic outcomes for at least two years post-surgery and result in minimal scarring on mammography after breast conserving surgery.<sup>4,5</sup> Additionally, the marker has been shown to improve accuracy in setup and boost targeting as reported by 96 percent of radiation oncologists.<sup>6</sup>
- The [TruNode® wireless gamma probe](#), a sterile, single-use device for common, radio-guided surgical procedures that senses hotspots using an innovative detector and heuristic audio feedback technology. The TruNode probe is designed to perform less invasively, and may reduce infection risk from reprocessing due to its sterile, single-use performance.

Hologic will also host a breakfast symposium, BioZorb® and a New Way to 5-day radiation, featuring Cary Kaufman, MD, FACS and Valerie Gorman, MD, FACS on Saturday, May 4 from 6:30 – 7:45am. Additional hands-on workshops hosted by Hologic will cover topics such as stereotactic breast biopsy, oncoplastic skills and portable breast ultrasound.

The Genius™ 3D Mammography™ exam (also known as the Genius™ exam) is only available on a [Hologic® 3D Mammography™ system](#). It consists of a 2D and 3D™ image set, where the 2D image can be either an acquired 2D image or a 2D image generated from the 3D™ image set. There are more than 6,000 Hologic 3D Mammography™ systems in use in the U.S. alone, so women have convenient access to the Genius exam. To learn more about the Genius exam, visit <http://www.Genius3DNearMe.com>.

**SOURCE:** Hologic, Inc.

1 Wilson A. Trident 2.0 QUAL Qualitative Findings. Explore and identify the ideal breast biopsy verification system from the OR. Kadence International. July 2016.

2 Compared to original Trident system

3 N = 50 patient, single arm pilot study. DiNome M et al. Microchipping the breast: an effective new technology for localizing non-palpable breast lesions for surgery. Poster presentation, Society of Surgical Oncology annual meeting, Mar 27-30, 2019.

4 Kaufman, et al. Oncoplastic Surgery with the 3-D Tissue Implant Maintains Post-Lumpectomy Breast Contour. Poster presented at the American Society of Breast Surgeons 18th Annual Meeting, May 2-5, 2018.

5 Kaufman CS, et al. Registry Study of 337 Bio-Absorbable 3-D Implants Marking Lumpectomy Cavity Benefit Cosmesis While Targeting Radiation. Poster presented at the Society of Surgical Oncology Annual Cancer Conference March 15-17, 2017.

6 Harms S, et al. Mammographic imaging after partial breast reconstruction: Impact of a bioabsorbable breast implant. J Clin Oncol 33, 2015 (suppl 28S; abstr 111)

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