

## Waiting for answers after an abnormal mammogram?

Know sooner with SenoBright CESHM.

### Breast imaging that gives you answers. Today.

Research has shown that the anxiety a woman experiences while she waits for follow-up testing can have long-term effects – even if the next test shows that she is cancer-free.<sup>1</sup>

You can have SenoBright CESHM soon after an abnormal mammogram – in some cases, on the very same day.

### SenoBright\* Contrast-Enhanced Spectral Mammography (CESM)

CESHM is a technology that generates distinct x-ray images that can be easily compared to your initial mammogram. It is designed to give your doctor the additional information needed to give you a diagnosis soon after your abnormal screening. And it's almost as simple as a traditional mammogram.

Learn more at [www.senobright.com](http://www.senobright.com)

## How does CESM work?

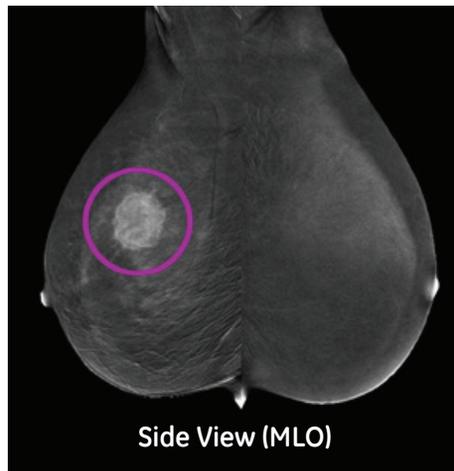
Using GE-pioneered technology, SenoBright can be used as an adjunct to inconclusive mammography and ultrasound to confirm findings and help localize known or suspected lesions.

First, an iodine-based contrast agent makes any areas of increased blood supply more visible to the x-ray. Because cancer cells stimulate the development of new blood vessels, these areas may indicate that cancer is present.

CESM then generates images of the breast using two different x-ray energy levels, and digitally combines the images. The resulting image highlights any areas with increased blood supply, while removing any unnecessary visual information from the background.



Routine Mammogram Images



SenoBright CESM Images

## SenoBright is accessible, even to women who might face barriers to other diagnostic tests. For instance:

**Cost.** SenoBright CESM may cost the same as a diagnostic mammogram, plus the cost of the contrast injection depending on the facility.

**Scheduling.** SenoBright is a quick test, available soon after an abnormal mammogram.

**Physical constraints.** SenoBright uses standard mammography equipment, so your exam experience will be very similar to what you're used to.

## Preparing yourself for a SenoBright exam is simple.

As with a regular mammogram, you should avoid wearing deodorant, perfume, or lotion under your arms. And you may want to wear a separate top and bottoms, so that you only need to remove your top. At the start of the SenoBright exam, you'll receive an IV injection of the iodine contrast agent. Then, the technologist will position you at the mammography system, and the x-rays will be taken.

*Disclaimer: SenoBright Contrast-Enhanced Spectral Mammography (CESM) is a prescription medical device that is limited to sale, distribution, or use, to or on the order of a physician. The medical risks of any mammography including CESM are radiation exposure, minor bruising or tearing of the skin. SenoBright CESM requires the injection of an iodinated contrast agent which could cause mild to severe adverse reactions in some patients that could include, but are not limited to itching, hives, nasal congestion, and swelling about the eyes and face. In extreme cases more severe reactions can occur.*

*The use of contrast agents should be determined on an individual basis according to the clinical circumstances of each patient and the decision to use a contrast agent must be made according to the best judgment of the physician in charge of the examination.*

*Please review the risk information with your doctor.*

1. Barton MB, Marley DS, Moore S, Allen JD, Kleinman KP, Emmons KM, Fletcher SW. Decreasing women's anxieties after abnormal mammograms: a controlled trial. *J Natl Cancer Institute* 2004;96:529-38.

\* Trademark of General Electric Company

©2013 General Electric Company-All rights reserved.

DOC1446856



GE imagination at work

