



# Patient-focused care

## MicroDose Mammography at Allison Breast Center

### Who/where

Michael Bigg, M.D., J.D.  
Mimi Lewis, BSRS, RT (R)(M)(BS)  
Allison Breast Center at Monument  
Radiology  
Richmond, Virginia, USA

### Challenge

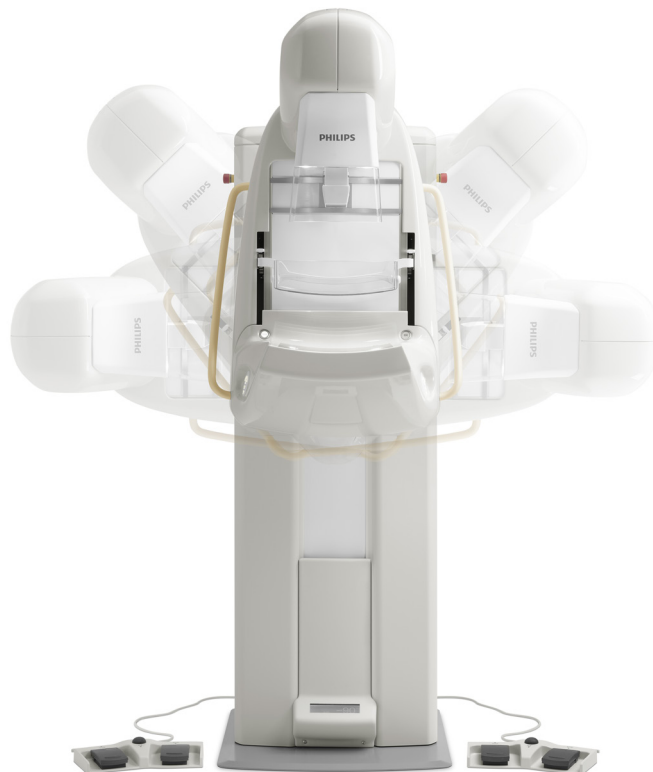
Provide comfortable, convenient,  
and timely low-dose mammograms,  
and differentiate the center from  
competitive mammography providers

### Solution

A focus on patient care that includes  
low-dose mammograms with  
MicroDose Mammography

Allison Breast Center offers mammography, breast ultrasound, and stereotactic core breast biopsy to women in Richmond, Virginia, USA and the surrounding area. The center's MicroDose Mammography systems help the physicians and staff provide personalized, efficient, patient-focused care.

Allison Breast Center has developed a personalized care model that distinguishes it from the more than 40 other mammography facilities in Richmond, Virginia, USA. The center recently purchased two MicroDose Mammography systems, adding low-dose mammography to the center's impressive list of patient-friendly features. Offering low-dose mammography also provides a differentiator from competition, and patients drive up to 90 miles to have mammograms at Allison.



# PHILIPS

### Patient-centered approach

Allison Breast Center goes to great lengths to make sure that patients receive caring and prompt service. Radiologists read mammograms soon after they are completed, and meet with patients to discuss results. Michael J. Bigg, M.D., J.D., chief radiologist and owner of the center, says, "No patient ever leaves here without receiving their results from one of the radiologists. They get to see all their images on our PACS monitors." Because mammograms are read so quickly and images are so crisp, the center essentially has a zero percent recall rate. "If additional images are needed, we will do them straight-away," Dr. Bigg says. "If an ultrasound or physical examination is needed, we will do those straight-away as well."



Michael J. Bigg, M.D., J.D., chief radiologist and owner of the center.

Any required biopsies are scheduled within one or two working days. Patients receive results in person the day after the biopsy, and further care is arranged as needed. This patient-centered approach pays off in patient satisfaction and excellent retention rates.

### MicroDose mammography benefits patients

In October 2011, Allison Breast Center replaced three analog systems with two Philips MicroDose digital mammography systems. Philips MicroDose Mammography features unique, direct digital photon counting technology that enables dramatically reduced radiation dose without compromising image quality.

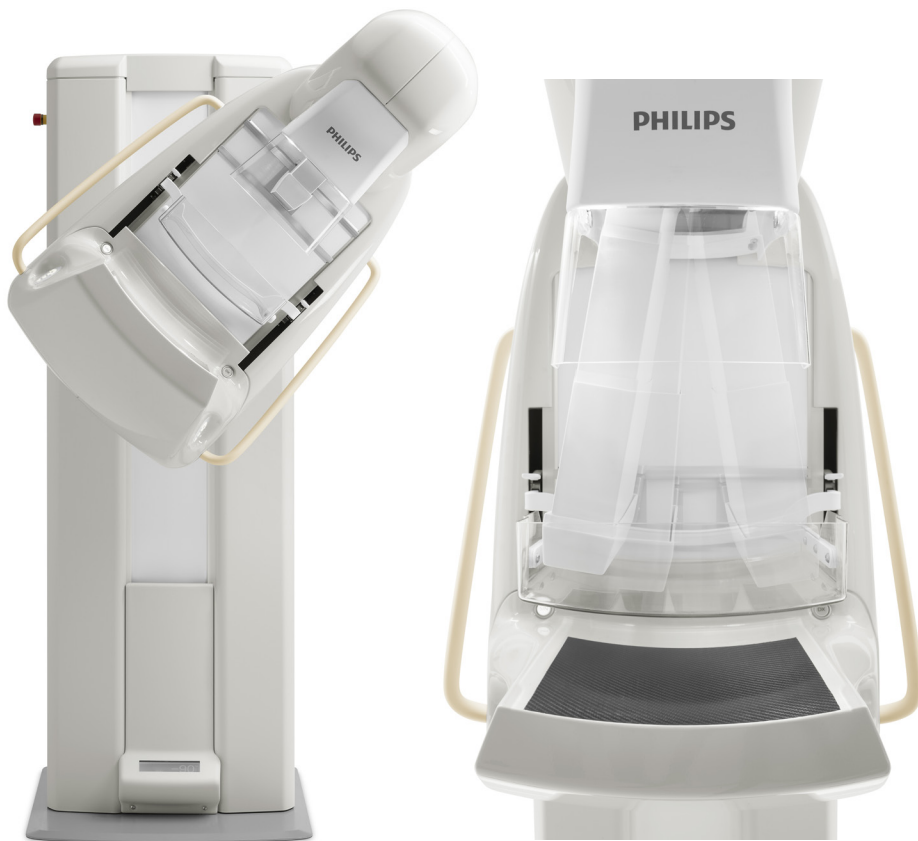
Allison Breast Center markets the advantages of low-dose mammography, and new patients contact the center to request low-dose mammography daily. In fact, once nine new patients called specifically to schedule low-dose mammograms in a single day.

Patients appreciate that no breath hold is required during the mammogram. Between 60-70% of patients also report that the design of the system makes it more comfortable.

"I have to tell you, it was absolutely amazing," one patient says. "I've had many mammograms in the past, and they've squeezed me hard. In fact, I sometimes skipped the annual mammogram because it was so uncomfortable and unpleasant. But from now on I will definitely go for my yearly exam, and I have just introduced both my daughters to this fabulous machine."



Patient volume increased by 40% since acquiring MicroDose systems.



The unique MicroDose photon counting technology improves dose efficiency and offers low-dose mammograms, without compromising image quality.

### Image quality increases diagnostic confidence

While patients appreciate the decreased radiation dose and increased comfort that MicroDose affords, Dr. Bigg is equally impressed with the image quality. “Since going digital, and thanks to the excellent image quality, there is almost no need to order extra views, as we did in the past with the analog equipment when we were unsure,” he says. “The image quality produced by the system is extremely good. The level of detail with the 50 micron pixel size is so good that you can continue to magnify electronically and see additional detail up to at least 600%.” He adds, “My diagnostic confidence is improved when it is possible to see findings in the range of two to three millimeters.”

Dr. Bigg notes that the small focus of the Diagnostic Scan feature is also useful. Diagnostic Scan uses higher dose on a spot compression area, and electronic magnification on the review workstation, to help discern fine details in spot compression images.

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### Technologists benefit from ease-of-use

Despite decreasing the number of mammography units from three to two, Allison Breast Center has increased patient volume by 40% since acquiring MicroDose systems. Technologists can now do more mammograms in a day with less effort, scheduling two patients every 15 minutes.

“MicroDose is a very smooth machine. There are just many aspects that I think have made a mammographer’s life easier,” says Mimi Lewis, mammography manager. “The system positions itself at the touch of a button, rather than requiring manual manipulation of the C-arm. The plate is warm, which enhances patient comfort. Images are available immediately, so we can determine if any need to be repeated. When the examination is complete, the room is available for the next technologist and patient.

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