Invision Sally Jobe Introduces New Breast Cancer Screening Technology to Denver

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DENVER, July 7 /PRNewswire/ -- Invision Sally Jobe is among the first diagnostic imaging networks in the nation to offer a new breast ultrasound technology for the early detection of cancer. Screening Breast Ultrasound (SBU) is a highly effective technology developed to complement mammography in women with radiologically dense breasts and other risk factors.

"Screening breast ultrasound is part of our ongoing mission to provide comprehensive breast care to the community and to save lives through early detection," said Lora D. Barke, D.O., medical director of the Invision Sally Jobe Breast Network.

The new, FDA-cleared technology is ideal for women who have dense breast tissue. It can also be used in patients who are at an elevated risk for breast cancer due to a personal or family history of the disease.

As an adjunct to mammography, SBU has proven particularly effective at finding small, deadly cancers in dense-breasted women. In a recently published study of more than 4,400 women, SBU plus mammography doubled the number of cancers found compared to mammography alone.(1)

Unlike traditional ultrasound, SBU is a computer-aided system equipped with a mechanical arm to aid the technologist in acquiring images of the breast. Advanced software is then used to create a video loop of the images for interpretation, giving the radiologist a unique view of the breast.

Even though SBU is FDA cleared, it typically takes three to five years after such FDA clearance for procedure codes and insurance guidelines to be established. The proven benefit of preclinical breast cancer detection combined with the weight of medical evidence supporting SBU is powerful enough that Invision Sal
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