# **[Facility Name] Adopts Artificial Intelligence–Powered Breast Imaging Tool from Volpara Health to Personalize Breast Screening**

Volpara Scorecard improves clinical decision-making for women with dense breasts to help better assess breast cancer risk

**[CITY, State], [DATE]** — [Facility name] has increased its commitment to early breast cancer detection with the implementation of a market-leading breast density assessment technology from Volpara Health. Designed to overcome the limitations of mammography to detect cancer in women with dense breasts, Volpara® Scorecard™ software will improve [Facility Name’s] ability to objectively measure volumetric breast density and assess women’s individual risk of breast cancer.

Approximately 50 percent of women of screening age have dense breasts.1 High breast density is an important independent risk factor for developing breast cancer. In addition, dense breast tissue and cancer both appear white on a mammogram, which can mask the presence of cancer in dense breasts.1 These well-documented risk factors hinder early detection of breast cancer in women with high breast density.

Cleared by the US Food and Drug Administration (FDA), Volpara Scorecard is used by radiologists to objectively estimate a woman’s amount of breast density, either from 2D or 3D mammogram images, and help identify those who might benefit from additional screening. Implementation of this software across all [Facility Name] sites will enable the same, high-level care to be provided at all locations.

[Placeholder Physician Quote] “Accuracy and consistency in breast density scoring are very important inputs to estimating a woman’s risk for breast cancer,” said [Name, Title at Facility Name]. “By implementing Volpara’s innovative Scorecard, [Facility Name] is able to provide a measured and consistent method of assessing breast density for every patient. This is critical to providing personalized screening options based on women’s individual risk and supports early detection of cancer.”

[Optional Paragraph] [Facility Name] is also implementing enhanced mammography report letters to improve education for patients. The Volpara Thumbnail™ enables breast centers to include two non-diagnostic mammogram images from the exam, the percentage of breast density, and a QR code link to a website for more information about breast density. For years, women have received text-heavy follow-up letters after mammography with potentially critical information buried in lengthy text. Millions of women comply with their annual screening, yet they have never seen what their breasts look like in their actual mammogram. The addition of a woman's own images will make it easier to grasp the important concept of breast composition and tissue density, empowering women to better understand their breast health.

Located in the heart of [City], [Facility Name] carries [List of Accredited Awards/Breast Center of Excellence]. With more than [xx] dedicated breast imaging radiologists who provide clinical expertise and exceptional quality care to patients, [Facility Name] offers a broad suite of comprehensive breast imaging services, including [xx,000] mammograms every year.

[Placeholder Quote] “[Facility Name] is committed to providing coordinated care access for patients using the most advanced technologies to help find breast cancers early,” said [Name, Title at Facility Name]. “For this reason, we will begin offering Volpara Scorecard across our entire network to help ensure that care can be tailored to each patient based on their breast density and lifetime risk of breast cancer.”

**[Insert Facility Boiler Plate]**

**About Volpara Health**

Volpara Health provides an advanced AI software platform that works with a healthcare provider’s expertise to enable a high-quality, optimized, and personalized cancer screening experience. From the time a patient enters a clinic to the moment they obtain key results, the Volpara® Breast Health Platform™ collects and analyzes information to better understand a patient’s breast cancer risk, while also objectively evaluating image quality and workflow-improvement opportunities. These capabilities are being extended to lung cancer screening. The Volpara Breast Health Platform is supported by numerous patents, trademarks, and regulatory registrations, including FDA clearance and CE marking, and is validated by a volume of peer-reviewed publications unrivaled in the breast screening industry. For more information, visit <https://www.volparahealth.com>.

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**Media Contacts:**

Name

Facility Name

Phone

Email

References:

1. https://www.cancer.gov/types/breast/breast-changes/dense-breasts