**[Facility Name] first in [Region/State] to adopt Volpara Analytics to enhance patients’ mammography image quality**

Objective AI breast exam analytics software helps [Facility Name] deliver personalized healthcare with high-quality mammograms

**[CITY, State], [DATE]** – [Facility], a leading provider of [service(s)], is the first in [Region/State] to adopt Volpara® Analytics™ software to help deliver high-quality, personalized breast cancer screening. The AI-based software grants [Facility Name] the ability to maintain and improve exam quality for more than [xx],000 annual mammograms at [xx] facilities across [Region/State].

The US Food & Drug Administration (FDA) identifies poor positioning as the cause of most mammography image deficiencies.1 Poor exam quality is also a common reason for patient callbacks to retake a mammogram image, and ultimately a potential reason for missed or late-stage cancer diagnoses. Volpara Analytics provides automated assessment of exam quality on every mammogram. Its exclusive Volpara® TruPGMI™ algorithm objectively assesses patient positioning, compression, and image quality to provide imaging technologists with performance feedback.

[Placeholder Quote] “At [Facility Name], we believe in offering the best breast screening and imaging technologies to continuously improve our ability to detect breast cancer as early as possible,” said [Name, Title at Facility Name]. “Volpara Analytics helps us monitor the quality of every mammogram we perform to ensure our patients receive the highest quality screening exam possible. This is an invaluable tool to advance quality and improve technologist performance.”

[Physician: Placeholder Quote] “My ability to detect breast cancer is limited by the quality of the mammogram images that we, as a breast imaging facility, acquire,” said [Name, Title at Facility Name]. “We are proud of the quality breast care we already provide women of [City/region], but to maintain that quality, inform future training, and exceed our quality goals, we must act upon feedback on every mammogram we perform."

Located in [City], [Facility Name] carries [list of accredited awards; ACR Breast Center of Excellence]**.** With more than [xx] dedicated breast imaging radiologists providing clinical expertise and exceptional quality care to patients, [Facility] offers a broad suite of comprehensive breast imaging services, including [xx,000] mammograms every year.

**[Insert Facility Boiler Plate]**

**# # #**

**Media Contacts:**

Name

Facility Name

Phone

Email

References:

1. https://www.fda.gov/radiation-emitting-products/mqsa-insights/poor-positioning-responsible-most-clinical-image-deficiencies-failures#:~:text=In%202015%2C%20the%20American%20College,92%25%20were%20deficient%20in%20positioning.