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FOR IMMEDIATE RELEASE

The Women's Clinic of Northern Colorado Now Offering State-of-the-Art Genius™ 3D MAMMOGRAPHY

**New mammography technology is clinically proven to increase invasive
cancer detection and reduce recall rates**

FORT COLLINS, COLO. – April 10, 2017 – The Women's Clinic of Northern Colorado is excited to announce that they are now scheduling Genius™ 3D Breast Mammography screenings at their Fort Collins and Loveland locations. These state-of-the-art mammography screenings are clinically proven to significantly increase the detection of breast cancers and decrease the percentage of women asked back for additional testing, making for a more accurate and less stressful experience.

"As leaders in the delivery of women's healthcare in Northern Colorado, The Women's Clinic is excited to adopt revolutionary technology that allows us to continue to provide our patients with the highest level of care," Helene Stout, Director of Business Services at The Women's Clinic of Northern Colorado said.

In conventional two-dimensional mammography, overlapping tissue is a leading reason why small breast cancers may be missed and normal tissue may appear abnormal, leading to unnecessary callbacks. A Genius™ mammogram includes a three-dimensional method of imaging that greatly reduces the tissue overlap effect.

The Hologic system is a clinically superior breast tomosynthesis system approved by the FDA. Large clinical studies in the U.S. and Europe have demonstrated the positive benefits of a Genius™ 3D Mammogram.

The largest Genius™ breast cancer screening study to date was published in the June 25, 2014 issue of the Journal of the American Medical Association (JAMA).

Findings include:

- A 41 percent increase in the detection of invasive breast cancers
- A 29 percent increase in the detection of all breast cancers
- A 15 percent decrease in women recalled for additional imaging

The Women's Clinic of Northern Colorado is committed to the fight against breast cancer, offering Genius™ mammography, a more accurate tool for breast cancer screening.

Screening saves lives! No matter where your last mammogram was, subsequent screenings can be done at The Women's Clinic of Northern Colorado. We will try to coordinate you women's wellness physical with your screening mammogram. Please call the Women's Clinic of Northern Colorado at (970) 493-7442 or visit mammo.fcwc.com to schedule your mammogram.

About The Women's Clinic of Northern Colorado

The Women's Clinic of Northern Colorado is the provider of choice in Northern Colorado, with offices Fort Collins and Loveland. They are committed to provide care to women at all stages of their lives, offering the latest technology and delivering quality customer service from supportive physicians and staff.