

6

Barriers to Breast Health



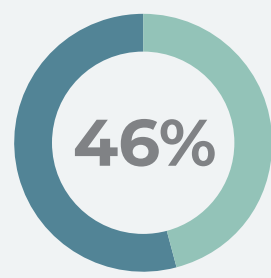
1

Breast Imaging as a Priority

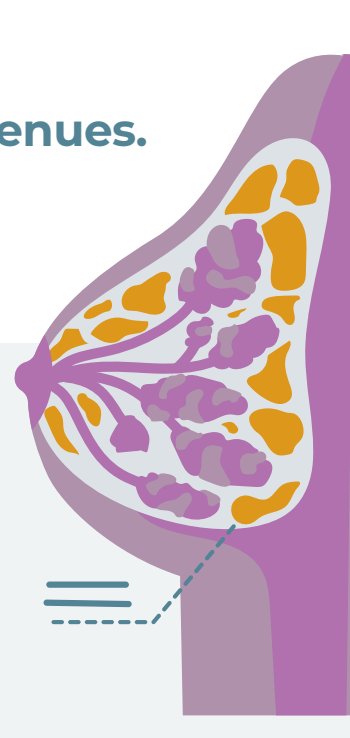
Breast imaging services typically represent **<1-2%** of system revenues, yet can influence **>20%** of downstream revenues.

2

Access



of women who have not yet been screened report they "haven't gotten around to it," which points to a potential lack of convenience in obtaining a mammogram.*



3

Clinical Innovation

1 OUT OF **3** reasons women have not yet obtained a mammogram is due to being "worried it will hurt."



SmartCurve

4

Patient Experience

The typical mammography experience is cold and impersonal — a general radiology experience that does not cater to women.



5

Operational Efficiency



Without a dedicated space, 3D imaging, data reporting systems, and a highly motivated and focused team, costly inefficiency can result.

6

Retail Expertise



Retail is learning healthcare faster than healthcare is learning retail, and many providers are getting left behind.

A partnership can help your health system break these six barriers to breast health.



Learn more about how an elevated women's imaging retail model can improve population health and drive revenue and growth as well as patient satisfaction.