

## **Breast Care Specialists is the FIRST clinic in Virginia with the latest breast imaging technology**

*They were the **first** medical practice in Southwest Virginia **solely** dedicated to breast health.*

*And for the past 10 years, they've been **first** in providing the region with the most advanced tools in breast cancer detection and treatment.*

*And now they're proud to bring you the world's **first** automated breast ultrasound... giving them a total three-dimensional view of the entire breast.*

*It's a tool that's allowing doctors to see more than they've ever seen before.*

*And it's only at Breast Care Specialists of Virginia.*

*The first step is getting an annual mammogram. So call today at (540) 344-1444 to schedule a mammogram appointment.*

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November 2006 - Breast Care Specialists of Virginia in Roanoke is proud to announce that it has acquired the latest technology in breast imaging -- an automated three-dimensional digital ultrasound. Digital breast ultrasound allows the first-ever real-time three-dimensional view of the breast with a digitally enhanced image for greater detail.

Breast Care Specialists is one of only five sites in the United States, and is the only site in the mid-Atlantic region, to employ this new technology, commercially known as "SomoVu™" by U-Systems, Inc. SomoVu is the *world's first* automated digital breast ultrasound.

The digital technology of the ultrasound machine transfers images to a computer so they can be electronically enhanced. The doctor can then zoom in, magnify, and contrast different parts of the breast tissue as he is viewing them real-time (rather than the slower X-ray process of shooting film then developing it). Because of its ability to show even deeper contrasts between normal and abnormal breast tissue, digital ultrasound may show problems that mammography might not.

Ultrasound also allows imaging of the breast from almost any direction. Since mammography is only two-dimensional, this three-dimensional image can show the doctor more specifically the location and extent of the problem.

Ultrasound is especially helpful for imaging breasts with denser tissue, as a mammogram sometimes cannot show the difference as clearly between normal dense breast tissue and a cyst or cancerous mass. It is also helpful for imaging smaller breasts, which are harder to compress in a mammography machine prior to imaging.

Ultrasound is always used in conjunction with mammography (not as a replacement) because in certain instances it does not provide as much detail as a mammogram.

As the first practice in Southwest Virginia exclusively dedicated to breast health, Breast Care Specialists has been first in providing the region with leading edge treatments and technologies for the past 10 years.

It was the first health facility in the region with computer-guided breast biopsies to minimize invasiveness, the first to offer internal breast radiation to reduce radiation therapy from weeks to day, and now it is the first facility with three-dimensional digital breast imaging.

"We best serve the needs of women in our community by providing the most effective technologies available in the early detection of breast cancer. We feel the SomoVu will significantly help us in providing the best care for our patients," comments Dr. Al Henry, chief physician at Breast Care Specialists.

### **About Dr. Henry**

President Emeritus of the American Society of Breast Surgeons and Fellow in the American College of Surgeons, Dr. Al Henry is a leading national expert in breast cancer and breast disease.

He is the chief surgeon at Breast Care Specialists, the first and oldest practice in Southwest Virginia solely dedicated to total breast health. In 1996, he stopped practicing general surgery and devoted his practice entirely to the diagnosis and treatment of breast disease.

Dr. Henry is also a clinical researcher in breast cancer detection and treatment and works with the latest technologies in the field, such as three-dimensional digital ultrasound, brachytherapy (targeted radiation treatment from inside the breast, rather than full-breast irradiation from the outside), and other leading edge treatments.