

## **BREAST CARE SPECIALISTS IS FIRST SITE IN VIRGINIA WITH NEWEST BREAST IMAGING TECHNOLOGY**

**ROANOKE, VA (OCTOBER 18, 2006)** – Breast Care Specialists of the Blue Ridge in Roanoke is proud to announce during Breast Cancer Awareness Month that it has installed the latest technology in breast imaging in its clinic-- 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 only 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.

### **BCS moves to a larger facility this week**

To accommodate the new digital ultrasound and future leading edge devices, plus a growing list of patients, Breast Care Specialists is also announcing that they have moved this week from their Second Avenue location in downtown Roanoke to their new breast care center at 1802 Electric Road in Roanoke County, across from the Allstate building. Their phone number still remains 344-1444 and their web site address is [www.BreastCareSpecialists.com](http://www.BreastCareSpecialists.com).

### **More information**

The first step in the fight against breast disease is a mammogram. Women can schedule a mammogram with Breast Care Specialists by calling them at 540-344-1444.

### **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 in Roanoke, the only 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.