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FOR IMMEDIATE RELEASE

Roosevelt General Hospital Now Provides Softer Mammogram, Digital Technology

PORTALES -- Roosevelt General Hospital now provides the latest in "high tech, soft touch" mammography. The facility combines full-field digital mammography with a new breast cushion that dramatically eases the discomfort many women feel when they get a mammogram.

MammoPad® creates a softer, warmer mammogram and has been clinically demonstrated to reduce discomfort for most women. Selenia™ digital mammography incorporates revolutionary imaging technology that provides incredibly sharp images and a more positive experience for women.

Roosevelt General Hospital is a certified Pink Ribbon Facility, a distinction awarded only to an elite group of healthcare facilities. By offering women a softer mammogram, the facility hopes to increase the number of area women who follow recommendations for regular screenings.

"The discomfort many women feel during mammography compression is widely known to be a reason that many don't get regular screenings," said Rocky Houston, interim director of Medical Imaging. In addition to compression, the cold surfaces and hard edges of the mammography device make the experience uncomfortable for some patients.

"The breast cushion answers these complaints by providing a soft, warm cushion for the breast during mammography," stated Houston. "Because women are more relaxed during the exam, it makes it even easier for our mammography technologists to get the best possible image."

Selenia digital mammography offers a number of other practical advantages and patient conveniences. Because there is no waiting for film to be developed it can significantly reduce the time patients spend in medical imaging, as well as reduce the need for repeat exams due to under or over exposure. Digital images are easily stored and transferred electronically to the patient's healthcare provider.

Breast cancer is the second leading cause of cancer death among women, exceeded only by lung cancer. Statistics indicate that one in eight women will develop breast cancer sometime in her life. The stage at which breast cancer is detected influences a woman's survival. If detected early, the five-year survival rate is 97%.

"This new digital mammography service is another example of how Roosevelt General Hospital is working hard to provide state of the art medical services for the residents of Roosevelt County," stated Dr. Larry Leaming, CEO. "I applaud our physicians and medical imaging staff for their dedication and efforts to improve the quality, safety, and comfort of this vital service."

Roosevelt General Hospital is committed to the fight against breast cancer. In offering both the MammoPad breast cushion and digital mammography, RGH provides the latest in imaging quality and comfort technology. If you would like to schedule a mammogram or have questions about this important breast health procedure, please call 356.3462. Appointments are available Monday through Friday from 8 a.m. to 4 p.m. For more information, visit www.MyRGH.org.