



Enjoy this free gift especially for you when you have your mammogram at Baylor Plano's Women's Imaging Center.

Schedule a mammogram at Baylor Plano's Women's Imaging Center before August 31, 2006, by calling (469) 814-4400. Then present this page to receive your free gift, which includes 4 oz. Body Lotion, 4 oz. Shower Gel and Mini Glycerin Soap, a \$17 value. Plus, you'll receive a 15% off coupon for your next purchase at Bath & Body Works.

When you have your mammogram at Baylor Plano Women's Imaging Clinic, you will have access to:

- Digital mammography
- Breast ultrasound
- Breast cancer risk assessment
- Bone densitometry
- Community education
- Physician referrals
- Support group

a better view

DIGITAL MAMMOGRAMS HELP DOCTORS SPOT TROUBLE

If you use a digital camera, you know it's easier to improve the photo than it was in the days of film. Digital technology can help radiologists adjust and read mammograms also. "With digital technology, the X-rays are computerized," explains Lynn Canavan, M.D., a breast surgeon on the medical staff at Baylor Regional Medical Center at Plano. "With standard film mammography, it is a snapshot that cannot be adjusted unless we take additional images. With digital mammography the radiologist can change the contrast, and evaluate a questionable or dense area."

Dr. Canavan says the technology is especially helpful for women with very dense breasts or severe fibrocystic changes. It makes it easier for the radiologist to spot abnormalities, and in certain cases may require fewer mammograms to evaluate the abnormality.

Dr. Canavan notes that it's as important for women with breast implants to have mammograms as it is for other women. "Some women believe that the implants are going to rupture if they have a mammogram," she says. Technicians can perform mammograms on women with implants without damaging them by completing an implant displacement

view, where the implant is pushed out of the way so we can see the breast tissue. It's the breast tissue, not the implant, that's compressed.

Dr. Canavan recommends having a first mammogram between ages 35 and 40. For women with a mother or sister diagnosed with breast cancer before age 50, she recommends starting mammograms 10 years before the age of their diagnosis. So, if your mother had breast cancer at 42, you should start mammograms at 32.

By Stephanie Thurrott

■ **If you're concerned about breast health, a physician on the medical staff at Baylor Plano can help assess your risk. For a physician referral, call 1-800-4BAYLOR.**

●● SUGGESTED SCREENINGS

The best way to beat breast cancer is to detect it early. For women with no family history or risk factors for the disease, that means:

- An annual mammogram from age 40 on
- A yearly breast exam with your doctor from age 20 on
- Monthly self-exams a few days after your period starts from age 20 on
- Computerized breast cancer risk assessment from age 35 on