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**Regional Medical Imaging Offers Women a “Stepped Up”
Approach to Breast Cancer Prevention**



ABOVE: Artwork from a billboard RMI has placed at high-traffic locations in mid-Michigan to build awareness of UltimateMamm™, which adds a risk assessment to the annual breast cancer screening mammogram.

When a woman thinks about breast cancer prevention, what comes to mind first?

Chances are, it's an annual mammogram—especially for women over 40, the recommended starting age for screening mammograms.

But is a “standard” annual mammogram enough?

Not for everyone, according to women’s imaging experts.

“Women vary in their breast cancer risk,” said Nanci Mercer, M.D., of RMI, an American College of Radiology accredited Breast Imaging Center of Excellence providing mammograms and other diagnostic procedures in mid-Michigan. “This variability calls for a different approach to care.”

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RMI recently launched a more personalized approach to an annual mammogram: UltimateMamm™, an enhanced clinical process that supplements the annual mammogram and assesses a women's individual risk, at no additional charge.

"We interview patients using a computer program from the National Cancer Institute that calculates a risk score based on information about personal and family medical history," said Dr. Mercer. "The risk score helps the primary care physician better manage the patient's breast health and develop personalized monitoring plans for high-risk patients."

The risk assessment, which sometimes identifies women who previously did not know they were at high risk for breast cancer, is updated annually when the patient returns for her next mammogram. For high-risk patients, proactive monitoring plans could include such measures as more-frequent screenings, use of additional diagnostic and screening modalities such as breast MRI or breast-specific gamma imaging (BSGI), or medications that may help prevent breast cancer in patients with certain risk factors.

Although most women should begin screenings at 40, Dr. Mercer stressed that it is also important for younger women to understand their risk factors and ensure that their primary care physicians know all relevant details of their personal and family medical history. According to the Cleveland Clinic, 5 percent of women diagnosed with breast cancer are under 40

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About RMI

RMI began in 1985 as a private, outpatient-based imaging facility with a goal of offering patients an alternative to hospitals for radiology services. Today RMI continues its commitment of providing state-of-the-art equipment in a patient-friendly atmosphere at its offices in Flint, Fenton, Grand Blanc and Davison. For more information, visit www.rmipc.net.