

# Reid Health Recognizes PowerLook® Density Assessment as a Valuable Breast Density Solution for Both Patients and Clinicians

## Challenges:

- Lack of a standardized system contributed to inconsistent and variable breast density results
- Effective July 1, 2016, all mammography reports must include information about fibroglandular breast density

## Solution:

- PowerLook® Density Assessment (developed by iCAD, Inc.)

## Results:

- The automatic, appearance-based approach allows doctors to make more informed decisions regarding patients who may benefit from additional screening
- Results are generated quickly, improving productivity and workflow
- Inter- and intra-operator variability decreased; radiologists are able to provide more consistent and reliable results
- PowerLook Density Assessment better correlates to 5th Edition BI-RADS standards

“Since implementing PowerLook® Density Assessment, our radiologists have been able to provide more consistent breast density results for our patients during screenings. We must consider many aspects of each patient’s case at once, but PowerLook Density Assessment allows us to focus on our primary goal of finding breast cancer,” Dr. Beth Ingram, MD, Radiology, Interventional at Reid Health.

## Summary

Reid Health, previously known as Reid Memorial Hospital, includes a 217-bed hospital on its main campus and numerous satellite locations in the region of Eastern Indiana and Western Ohio. Reid’s service area is home to about 280,000 people and includes six Indiana and two Ohio counties.

Reid is accredited by the Healthcare Facilities Accreditation Program (HFAP), the Indiana State Department of Health, Medicare/Medicaid, American Association of Blood Banks, and the American College of Surgeons Community Cancer Program.

### Inconsistent Results Lead to Excessive Screening

Reid Health’s Breast Cancer Center is equipped with digital and 3D mammography and computer aided detection (CAD) software, but when it came to measuring breast density, Reid did not have the optimal technology they needed. Radiologists were categorizing 75% of patients as having dense breasts, which they knew could not be true as typically about 40% of women have dense breasts.

In 2014, Reid Breast Center and Whitewater Valley Imaging performed 8,355 mammograms and diagnosed 82 breast cancers.

“We were uncomfortable with our intra and inter reader variability at Reid with regard to breast density and decided that more consistency was needed for our patients and referring clinicians. Knowing that women with dense breasts tissue have an increased risk of breast cancer makes it important for us to be confident and consistent in our assessment” noted Dr.



Dr. Beth Ingram, MD,  
Radiology, Interventional  
at Reid Health.

Ingram. “Density matters and we believe the greater accuracy of assessment with PowerLook Density Assessment will result in greater patient satisfaction and improve patient care.”

“One patient was categorized with heterogeneously dense breast tissue on mammography then returned the following year for routine screening when PowerLook Density Assessment software was in use, and was categorized as fatty; her breast density score was an A versus C based on Bi-RADS standards,” added Melissa Moles, lead mammogram technician.

It became clear that they needed a more standardized system for determining breast density and that’s when Reid Health adopted PowerLook Density Assessment.

### The Appearance-Based Approach

In November 2015, Reid Health installed PowerLook Density Assessment at its facility and radiologists quickly and easily adapted to the new technology. “The installation of PowerLook Density Assessment was seamless and our team swiftly embraced the technology,” added Moles. “Now radiologists are able to produce a consistent and accurate breast density result every time.”

PowerLook Density Assessment takes a unique approach to determining breast density as it is appearance-based rather than volume-based, like other breast density solutions currently available. It automatically analyzes digital mammograms, calculates the patient’s breast density, and determines the appropriate density category corresponding to BI-RADS standards.

“PowerLook Density Assessment decreases the amount of time I spend on each patient’s mammogram determining breast density and allows me to direct all my thoughts on cancer detection” said Dr. Ingram.

### Increased Clinician Satisfaction

Less than a year since installing PowerLook Density Assessment, clinicians at Reid Health have reported increased satisfaction in breast density reporting.

“We are very happy with PowerLook Density Assessment; the training was very helpful and allowed us to quickly implement the technology into our practice. We love the appearance-based approach,” said Moles.

Providing patients with the most accurate mammogram results has always been a priority at Reid Health, given that an average of 4,350 women are diagnosed with breast cancer in Indiana every year. The facility has helped more than 500 uninsured patients gain access to mammogram screening through Reid’s BRAvo! Program. Through this program, and by offering the latest technology in breast cancer detection, Reid Health has continued to demonstrate its dedication to enhanced patient care.

### About iCAD, Inc.

Headquartered in Nashua, NH, iCAD is a global leader in medical technology providing innovative cancer detection and therapy solutions. For more information, visit [www.icadmed.com](http://www.icadmed.com).