



Senographe Pristina™ Prestige Experience

Reshape your mammography marketing with ready- to-print marketing materials and templates for customization.



Radiologist and Technologist Materials

• Fact Sheet

Radiologist Fact Sheet

Senographe Pristina™ 3D

Reshape the mammography experience with comfort, confidence, clarity and superior diagnostic accuracy with the same radiation dose as standard 2D mammography.¹

How is the Senographe Pristina different?
At GE Healthcare, we collaborated with radiologists, technologists and patients to create a mammography platform that is designed to meet the needs of all participants – easing patients' anxieties, making technologists' jobs easier and helping radiologists diagnose with greater confidence.

Comfort for patients
Senographe Pristina was built with one objective in mind: to ease patient anxiety when they enter the exam room. A soft curved surface invites patients into a space of comfort and support.

Confidence for Technologists
By making patients more comfortable during the exam, technologists can focus on more suitable positioning, enabling a faster and smoother experience for both patient and technologist.



Pristine images for accurate diagnosis
Pristina sets the bar for diagnostic confidence and performance, leveraging the Senographe family's widely recognized image quality. GE Digital Breast Tomosynthesis delivers superior diagnostic accuracy at the same dose as 2D FDM, the lowest patient dose of all FDA approved DBT systems.¹

Comforting, empowering and enlightening
Never has a mammography system been so focused on patients, technologists and radiologists alike – putting everyone in a better position for a more relaxing experience, productive workflow and effective care.







Radiologist Fact Sheet

8.5" x 11"

Technologist Fact Sheet

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Technologist Fact Sheet

8.5" x 11"

PR Kit

- Twitter and Facebook Posts
- Story Ideas
- Press Release

A More Comfortable Mammography Experience for Women Now at [HEALTHCARE PROVIDER NAME]

Here are a few words that rarely go together: relaxed, comfortable, and mammogram. After all, having your breasts compressed tightly between two firm surfaces while you stand there awkwardly half-dressed is certainly not the most pleasant of experiences. One of our patients even calls it the “mamogram”.

That’s why [HEALTHCARE PROVIDER NAME] is now offering our patients a new option in mammograms: the Senographe Pristina™. Designed from the ground up with the input from women, it is the first mammography system to provide women with the “kiss C’s” comfort, confidence, and clarity.

Even the machine itself is designed to resemble not just a piece of medical equipment, but a piece of art, with rounded edges and elegant lighting. But the design is more than just aesthetic; the gentle, rounded corners of the image receptor, where the woman places her breasts, completely changes the stance of the traditional hantecage – which can make it hard to acquire high quality images – women can lean comfortably on the armrests, relaxing their muscles to simply positioning, compression, and improve image quality. The image receptor is also thinner than the previous design, so it doesn’t jab into a woman’s ribs.

The design also improves the technician’s workflow, which improves patient positioning that could lead to faster, more precise exams.

Indeed, poor positioning in mammography is a key factor in image problems, often requiring a repeat scan. The lack of proper positioning can also reduce the sensitivity of the mammogram, possibly leading to missed cancers. In one study, the sensitivity of the mammogram dropped from 84.6 percent with proper positioning to 66.3 percent with failed positioning.*

[OPTIONAL CONTENT]

With Senographe Pristina, we can now bring 3D technology to our patients. This technology, also known as digital breast tomosynthesis, delivers superior diagnostic accuracy at the same low dose as a 2D mammography exam, the lowest patient dose of all FDA-approved 3D mammography systems.*

The technology uses a low-dose short “Kv” “sweep” around the positioned breast with nine exposures acquired with a “step-and-shoot” method. This helps remove any movement of the breast table, reducing blur and increasing image sharpness.

END OPTIONAL CONTENT]

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- Fact Sheet
- Pamphlet

Reshape the
mammography
experience.

Senographe Pristina™

gehealthcare.com/pristina

Physician Pamphlet
3.66" x 8.5"

Rethinking Patient Comfort

The Senographe Pristina changes the mammogram experience. From elegant lighting and gentle, rounded shapes to a host of comfort-enhancing features, the system helps ease patient anxiety, reduces the chance of movement and results in a better overall exam experience.

- Comfortable headrest steadies patients, even while the system is acquiring a 3D mammogram
- Soft armrests permit patients to relax their muscles to simplify compression and image acquisition
- Flexible paddle sits adapts to women's varying morphology
- Self-compression functionality enables patients to help manage the exam experience

Confidence for Technicians

Anxious patients are more likely to move and contract muscles, which creates challenges for technologists during positioning. The easy-to-use Senographe Pristina features an ergonomic design that eases patient positioning and improves the overall mammography experience for both patients and technologists.

- Large back space allows technologists to position patients while facing them, allowing for better communication
- Movable tube head can be "tucked" away from the technologist's head to ease medial lateral oblique (MLOs)
- Console and gantry are ready to use within minutes after startup
- Changes from 2D to 3D mode in one click with pre-set default acquisition, reducing any delays for the patient

Clarity for Accurate Diagnosis

Pristina sets the bar for diagnostic confidence and performance. Leveraging the Senographe family's widely recognized image quality, the system enables excellent visualization of breast lesions.

- Integrating 3D mammography provides an exceptionally sharp and detailed picture for breast cancer detection and diagnosis - and at the same dose as standard 2D mammography
- The Senographe Pristina platform is designed to support future functionalities, such as Contrast Enhanced Spectral Mammography and biopsy when needed

Now that a mammography system needs to be focused on patients, technologists and radiologists alike - putting everyone in a better position to care, more reliably experiencing and effective care.

www.gehealthcare.com/pristina

Physician Fact Sheet
8.5" x 11"

- Pamphlet
- Infographic
- Infographic Animation



Patient Pamphlet

3.66" x 8.5"

Guide to a better breast screening experience.



Understanding your mammography exam

What steps are involved in a mammography exam?

- You will be invited to remove your shirt and leave your belongings in the **dressing room**.
- When you're ready, the radiographer will guide you into the **examination room** and explain where to stand.
- The radiographer will then carefully **position your breast** on the detector plate and show you where you can comfortably place your arm.
- Once properly positioned, **your breast will be compressed** so that the best possible radiation dose will be needed for a precise image.
- If you are receiving a **digital breast tomosynthesis (DBT)** or 3D exam, then **multiple acquisitions** will be taken at different angles. This gives the radiologist greater visibility into the different layers of the breast to help them better detect abnormalities.
- On average, a mammography **examination lasts for a few minutes**, unless additional views or exams are required.

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Is it really painful?

Breast compression is necessary to obtain the image quality needed to accurately detect lesions in a mammography image and limit absorbent radiation dose.

Today, many mammography systems are designed to improve patient comfort. For instance, mammography units are equipped with safety mechanisms that limit compression at an identified level to prevent unnecessary pain.

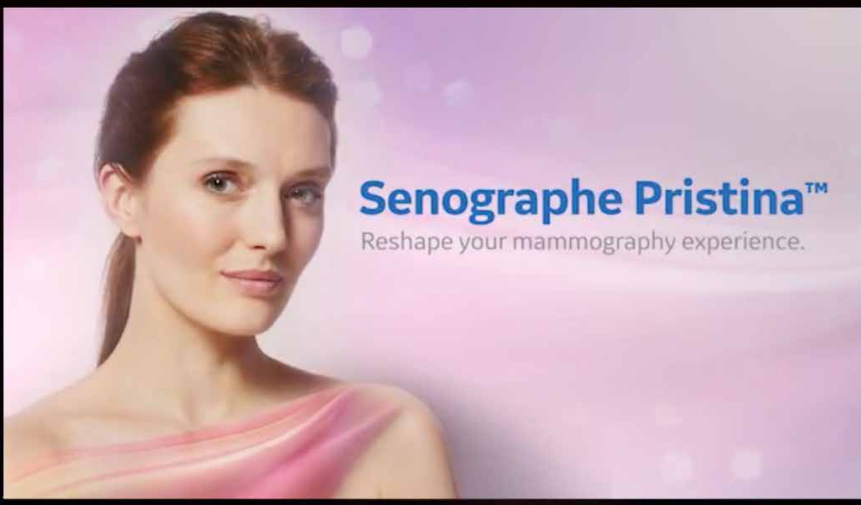
Also, mammography exams are often scheduled at the early to middle stage of your menstrual cycle, when your breasts are less sensitive and easiest to image.

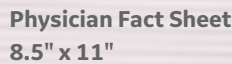
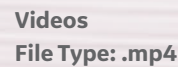




Your mammography images will look similar to this

for Imaging Providers to Communicate with Patients, Referring Physicians, Obstetricians or Gynecologists

- 
- Senographe Pristina™**
Reshape your mammography experience.



gehealthcare.com/pristina



The ACR and SRI recommend that women get yearly mammograms.

Magnet
3" x 3"

Marketing Templates

for Imaging Providers to Communicate with Patients, Referring Physicians, Obstetricians or Gynecologists

- Pamphlet
- Fullpage/Half Page Ads
- Digital Banners
- Open House Invite
- Referring OBGYN Letter
- Referring GP Physician Letter
- Flyer
- Fact Sheet
- Radio Scripts (15 30 60)
- Video
- Letterhead
- Poster
- Billboard
- Appointment Card

You're invited to an exclusive Open House. Discover a new, exceptional 3D mammogram from GE Healthcare.

"The care team at (facility name) is proud to offer the Senographe Pristina™ to our patients because we continually seek to improve the scope and quality of services that we offer to the people who live and work in our area."
— (facility CEO)

(Insert Health System Name Here)
Day, Month 0 from 00:00 am – 00:00 pm
Location Address
RSVP to: name@emailaddress.com

YOUR LOGO GOES HERE

Open House Invite
12" x 4"

A new mammography experience is here.

Introducing Senographe Pristina™ by GE Healthcare

The new gentle, rounded edges of the detector can reduce discomfort and may also help reduce anxiety for patients. The soft armrests have replaced the typical hand grips. Patients can lean comfortably on the armrests relaxing their muscles to simplify compression and image acquisition. In addition, the Senographe Pristina includes specialized paddles such as the flex paddle that can tilt to adapt to women's varying body shapes.

www.YourURL-here.com

YOUR LOGO GOES HERE

Half Page Ad
5.5" x 8.5"

Physician Fact Sheet

8.5" x 11"

Senographe Pristina™ 3D

YOUR LOGO HERE

Help reshape the mammography experience.

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gehealthcare.com/pristina

YOUR LOGO HERE

Pamphlet
3.66" x 8.5"

YOUR LOGO HERE

A new mammography experience is here.

Introducing Senographe Pristina™

www.YourURL-here.com

Physician Letter

8.5" x 11"

YOUR LOGO HERE

Company Name
Address 1234
City, State 00000
888.555.0000

Dear (Patient Name),

Lorem ipsum dolor sit amet, consectetur adipisicing elit. Quisque vulputate nisl ullamcorper, vulputate mauris dictum, placerat lorem. Integer tempus ipsum mi. Donec tincidunt interdum molestie. Fusce pharetra tincidunt erat, a tincidunt est.

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Best regards,

YOUR LOGO HERE

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YOUR LOGO HERE

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[Learn more](#)

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[Learn more](#)

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Web Banner Ads

2 sizes

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Billboard

60' x 20'

YOUR LOGO HERE

A new breast screening experience is here.

Introducing Senographe Pristina™ by GE Healthcare.

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Poster

20" x 30"

YOUR LOGO HERE

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www.YourURL-here.com

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Never has a mammography system put you in a better position for a more relaxing experience and effective care.

Your Mammogram Appointment.

Date _____

Time _____

Facility _____

Address _____

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Appointment Card

3.5" x 2.0"

Full Page Ad

8.5" x 11"

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A new, inviting mammography system promotes a sense of calm, with elegant lighting and gentle, rounded shapes. Senographe Pristina was built with one objective in mind: to ease your anxiety from the moment you enter the exam room. You'll need to experience it to truly realize what it can do for you.

www.YourURL-here.com

YOUR LOGO GOES HERE



Senographe Pristina Prestige Experience

Prestige for registered customers with a Senographe Pristina order # - **Prest1GE!**

Access the site for marketing support - <https://gehealthcare.widencollective.com>

Data subject to change.

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