



## Senographe Pristina™ Collateral for Customers

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

**Putting Control Of Mammograms In Women's Hands, Literally.**

The number **ONE**\* reason women don't schedule a mammogram is because it's uncomfortable.

**Pristina re-designs the mammography patient experience**

**Rounded corners of the bucky:**

- Comfortable patients =
- + Precise positioning
- + Easier exam
- + Faster exam

**Annual screenings can help:**

- Find cancer at an early stage
- Reduce patient's risk of dying by 25-50%

**Women can lean comfortably on the armrests, relaxing the muscles.**

\*According to a 2014 study conducted by USAA and MarketingProfs

\*http://www.annualmammogram.org/

GE Healthcare's Senographe Pristina

**Senographe Pristina™ 3D**

**Help reshape the mammography experience.**

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

**Why use the Senographe Pristina™?**

At GE, we believe it's time to reshape the mammography experience.

We partnered with radiologists, technologists and patients to create a mammography platform that is designed to meet each of their needs – 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 FFDM, the lowest patient dose of all FDA-approved DBT systems.<sup>2</sup>

**Comforting, empowering, 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.

[gehealthcare.com/pristina](http://gehealthcare.com/pristina)

**What to expect:**

1. You will be invited to remove your shirt and leave your belongings in the dressing room
2. When you're ready, the radiographer will guide you into the examination room and explain where to stand
3. The radiographer will then carefully position your breast on the detector plate and show you where you can comfortably place your arm
4. Once properly positioned, your breast will be compressed so that the lowest possible radiation dose will be needed for a precise image
5. 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
6. On average, a mammography examination lasts for a few minutes, unless additional views or exams are required

1. GE Healthcare clinical studies of 2012-2013. 2. American College of Radiology (ACR) Breast Imaging Quality (IQR) Program. The IQR Program is a national quality improvement program for breast imaging. Data on file. © 2015 GE Healthcare. All rights reserved. GE Healthcare is a registered trademark of General Electric Company. GE Medical Systems, Inc., doing business as GE Healthcare.

© 2019 General Electric Company – All rights reserved.

GE Healthcare reserves the right to make changes in specifications and features shown herein, or discontinue the product described at any time without notice or obligation. Contact your GE Healthcare representative for the most current information. GE, the GE Monogram, Senographe and Pristina are trademarks of General Electric Company. GE Healthcare, a division of General Electric Company. GE Medical Systems, Inc., doing business as GE Healthcare.

March 2019  
JBXXXXXX



# Education Materials

to Communicate with Patients,  
Referring Physicians, Obstetricians  
or Gynecologists

- Fact Sheet
- Clinical Images
- Pamphlet
- Infographic



Radiologist Fact Sheet  
8.5" x 11"

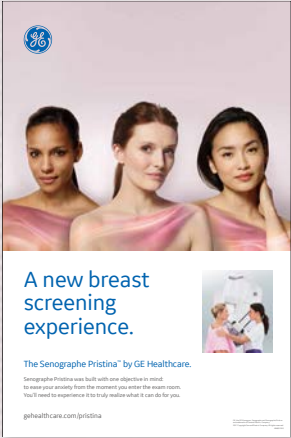


Physician Pamphlet  
3.66" x 8.5"

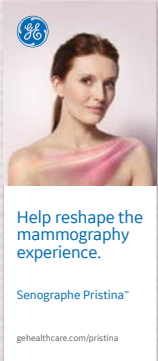
# Marketing Materials

to Communicate with Patients,  
Referring Physicians, Obstetricians  
or Gynecologists

- Videos
- Pamphlet
- Flyers
- Fact Sheet
- Poster



Patient Poster  
20" x 30"



Physician Pamphlet  
3.66" x 8.5"

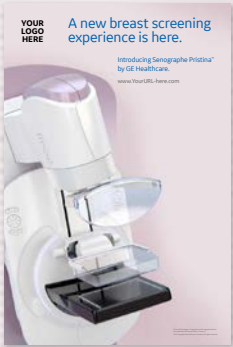


Physician Flyers  
8.5" x 11"

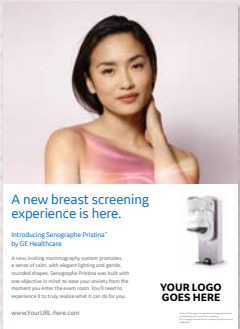
# Unbranded Marketing Templates

to Communicate with Patients,  
Referring Physicians, Obstetricians  
or Gynecologists

- Full-Page Ad
- Digital Banners
- Poster
- Video



Poster  
20" x 30"



Full Page Ad  
8.5" x 11"



Web Banner Ads  
2 sizes



Digital Banner