

# ALBERTA SERVICE UPDATE

October 2024

## As October marks Breast Cancer Awareness month, Mayfair Diagnostics is leading the way in breast health services and education.

Mayfair offers a full range of breast imaging services for all your patient screening and diagnostic needs including the following.

- We feature ABUS – Automated breast ultrasound at four of our Calgary locations. ABUS offers whole breast ultrasound for patients with dense breast tissue in an efficient fifteen-minute exam.
- Complete breast assessments will ensure your patients get the best imaging for their breast density.
- We provide low dose 3D mammography to all our patients resulting in a greater level of detail and clearer view of the breast tissue with the same small dose of radiation as the standard mammogram.
- We offer both mammography guided, and ultrasound guided breast biopsies.
- Patients have the option to assist with compression with our state-of-the-art GE Senographe Pristina mammography system. The system is designed to provide a more comfortable mammogram with patient-assisted compression – a handheld remote that women can use to adjust the compression of their breast to what's comfortable for them, under the supervision of a technologist. In addition to faster scan times and an increase in patient comfort, Pristina produces exceptionally sharp and detailed images for improved breast cancer detection and diagnosis – at the same dose as standard 2D mammography.

### BOOKING TIPS

- Ordering a bilateral breast exam may take longer to get an appointment. If a unilateral breast is a concern for your patient, booking a unilateral exam is often quicker.
- Screening breast ultrasounds are done as a complement to screening mammograms typically in patients with dense breast tissue (Volpara C & D). Breast ultrasound has not been established as a proven tool for detecting early breast cancer, and there is no evidence that it offers the same benefit as mammography. For patients who do not have dense breast tissue (Volpara A & B) and no specific concerns, we ask that ultrasounds not be requested. Adding ultrasounds when not required, can increase the wait times for patients who need breast ultrasounds.
- If you are unaware of your patient's density, you can check "Complete Breast Assessment" on Mayfair's general Requisition form and our breast imaging team can organize your patient's mammogram and supplement breast ultrasound if indicated.
- Breast MRI is a very sensitive test and there is a subset of patients who benefit from supplemental studies including MRI. These are usually patients of high risk (>20-25% lifetime). Mammography is the gold standard for breast screening and its effectiveness is supported by the literature.
- When presented with a requisition for only a breast ultrasound, Mayfair may elect to also perform a mammogram in addition to the requested ultrasound if it is deemed helpful for the diagnosis. The mammogram would be completed during the same appointment as the breast ultrasound.
- Detailed breast imaging history and a specific date the exam is needed or if the imaging is urgent is helpful to include on the requisition.

## IN THE COMMUNITY

Throughout the month of October, Mayfair Diagnostics will be in the community with an educational campaign to raise awareness about the importance of regular screenings and proactive breast health practices.

- Mayfair will be the presenting sponsor of the Canada Women's Expo at the BMO Centre in Calgary, October 4-6th, providing attendees with information on breast health, chances to win prizes, and the opportunity to meet some special guests.
- Mayfair will be cheering on the Calgary Stampeders as the sponsor of the PinkPower game on October 12th to raise awareness about breast health and support Wellspring Alberta.
- Watch for our messages on Global Morning News and a variety of other sources throughout the month. Share your support through our social media posts on Facebook, Instagram, LinkedIn and X.

**For more information on our Breast Imaging services please visit [radiology.ca](http://radiology.ca) or contact us at [bd@radiology.ca](mailto:bd@radiology.ca).**

## FAX VERSUS EMAIL FOR SERVICE UPDATES

To enhance our communication and ensure you receive updates more efficiently, we encourage you to consider switching from fax to email for receiving these updates. If you are receiving these updates via fax and you'd like to receive them via email, please let us know your preferred email address and we'll set it up right away. Please send your name, company name and email address to [bd@radiology.ca](mailto:bd@radiology.ca). If you are already receiving these updates via email, there is no need to respond. Thank you for your continued partnership.

**If you have any questions or to receive more requisitions, please email [BD@radiology.ca](mailto:BD@radiology.ca).**

**To update your EMR, please download at [radiology.ca/requisition-forms](http://radiology.ca/requisition-forms)**