



TIFFANY BREAST CARE CENTER

CASE STUDY





Tiffany Breast Care Center

THE CHALLENGE: Rising Patient Demand Calls for 3D

Situated in the suburbs of Ohio, Tiffany Breast Care Center, founded by radiologist Dean R. Ball, DO, has a main office in Youngstown, outlying sites and a mobile mammography van. Giving special care to each patient, Ball reads each and every exam—which is north of 15,000 patients annually. The result is a high-quality mammography screening option throughout underserved communities in Ohio.

As Tiffany Breast Cancer Center's primary goal is to provide the highest quality of care to patients, the facility keenly listens to feedback. One consistent request from patients: 3D mammography, or digital breast tomosynthesis (DBT), a series of low-dose images at different angles that are reconstructed into high-resolution slices to offer superior diagnostic accuracy.

In an increasingly patient-driven healthcare economy, Ball's inspiration for installing 3D mammography imaging came direct from patient inquiries. Many patients arriving for their annual exams heard about the superiority of 3D mammography from their friends on social media.

"My awareness of the competition led me to start thinking I needed to purchase a 3D machine," said Ball. "Heading into the future, having better technology made sense."

THE SOLUTION: Fujifilm 3D, A Clear Decision

Eager to upgrade its computed radiography (CR) system, Tiffany Breast Care Center considered its options among digital breast tomosynthesis vendors. After a thorough review, Ball and his team selected Fujifilm's ASPIRE Cristalle digital mammography system with DBT. The decision to install Fujifilm's latest mammography was easy for the practice considering these main benefits of the ASPIRE Cristalle:

1. **Image Quality:** Images captured on the system relies on Fujifilm's proprietary hexagonal image-capture technology, which optimizes sharpness to help reduce radiation dose.
2. **User-Friendliness:** The mammography technologists are awed by time-saving menu options, pre-programmed technique and automatic positioning.

Patient feedback on the ASPIRE Cristalle has been overwhelmingly positive due to Fujifilm's patented Comfort Paddle, which can improve patient comfort during exams.

"The Comfort Paddle has generated considerable buzz among our mammography patients," added Sandi Bruff, practice administrator and mammography technologist. "Pretty much every patient says the compression is so much more comfortable than their last mammogram."

RESULTS & NEXT STEPS: Increased Patient Throughput at Enhanced Diagnostic Accuracy

For this Ohio community, Tiffany Breast Care Center's upgrade to digital mammography has helped increase patient throughput; ensuring that patients have access to mammograms in a timely fashion.

"The image quality is excellent, the technology is very easy to use, and the patients really like the speed as well as the comfort," Ball says. "They like that they can get in and out in just a few minutes."

Since the installation of the ASPIRE Cristalle, Tiffany Breast Care Center has gone from two CR rooms to one room with the Fujifilm digital mammography system and has even reported increase in volume of around 350 patients over the past six months.

"The ASPIRE Cristalle saves much more time than the old machines we used," says Bruff.

As a direct result of the change, patients were offered a quicker exam. According to Bruff, the difference is the ASPIRE Cristalle's menu-saving options, iAEC (Intelligence Automatic Exposure Control) image processing for technique and the one touch button to automatically position the system to the next view.

Technology that is easy to use, patient comfort and image quality are all top benefits of Fujifilm's ASPIRE Cristalle, but the life-altering benefit is the ability to diagnose potential cancers with DBT.

"There have been a couple of instances in which I may not have seen a lesion or a cancer with analog, or CR, or maybe I wouldn't have made the diagnosis as quickly and confidently as I was able to with the 3D," Ball says. "We've had a couple of patients with small, spiculated areas that were easier to pick up with the 3D."

For patients with dense breast tissue, the superiority of 3D over 2D is obvious; the facility is finding that with 3D they are better able to catch potential calcifications, which can be a sign of breast cancer, that signals the need to call back patients for additional screening.

"The cancers that hide from 2D can't hide from 3D, with its greater detail and views for the radiologist from all the angles," added Ball.

The patient satisfaction and clinical confidence provided by the ASPIRE Cristalle has yielded big plans for the future of Tiffany Breast Care Center. As the facility is increasing revenues from the 3D imaging billings, Ball plans to invest in a second ASPIRE Cristalle for the facility to serve even more patients.

On his decision to upgrade to DBT with the ASPIRE Cristalle, Ball says, "I'm confident that I'm providing the best diagnostic capabilities and the best technology people in this area can get."