

You're going to **LOVE**  
your next **Mammogram.**



Experience the  
*New Shape of*  
**MAMMOGRAPHY**

**SmartCurve™**

**WASHINGTON**  
RADIOLOGY 

# Tired of the

It took a long time to discover  
the world wasn't flat.  
And even longer to discover  
a woman's breasts aren't either.

*The Age-Old Question:*

Why can't a  
**MAMMOGRAM FIT A WOMAN**  
instead of making a  
**WOMAN FIT A MAMMOGRAM?**

# PINCH?

The old days



A brand new day



**INTRODUCING SMARTCURVE.** Finally, a mammogram shaped like a woman. We know that many women have experienced discomfort during a mammogram, which can stand in the way of building healthy breast care habits through annual screenings. That's why Washington Radiology has integrated SmartCurve into all our centers. **YOUR NEXT MAMMOGRAM? IT NOW COMES WITH CURVES.**

We're changing the way you **FEEL**  
about mammograms.

# A curved mammogram

# shaped like you.



## Follow the **CURVE** to Comfort



Traditional Mammogram:  
Flat and Uncomfortable



**SmartCurve:**  
Curved for Improved Comfort

The curved design of SmartCurve distributes pressure more evenly over the breast to reduce pinching. It has been shown to improve comfort in 93% of patients who reported moderate to severe discomfort with standard compression methods.

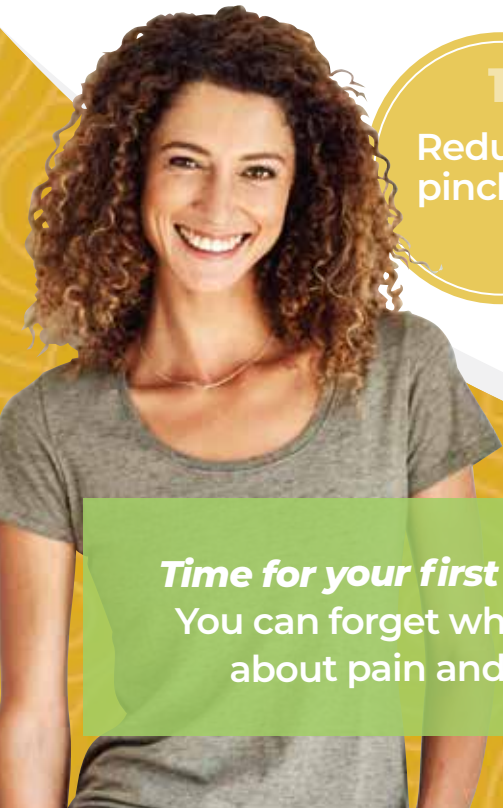
SmartCurve is  
**PATIENT TESTED**  
and  
**APPROVED.**

**93%** of women reported **INCREASED COMFORT** with SmartCurve



# Comfort

**FIVE REASONS** you'll LOVE a Mammogram that's shaped like a **WOMAN**



1.  
Reduced pinching

2.  
Less discomfort at the chest wall

3.  
Less force of compression

4.  
Less anxiety around scheduling

5.  
Superior experience

## Our Innovation Promise to Our Patients

We're constantly looking for ways to improve the mammography experience for our patients. It's a promise we've kept for more than 70 years.

**Time for your first mammogram?**  
You can forget what you've heard about pain and discomfort.

**95%** of women who tried SmartCurve would recommend facilities that use it

# Accuracy

SmartCurve™ + 3D Mammography™ =  
Comfort *and* ACCURACY

SmartCurve is fully integrated with 3D Mammography, our state-of-the-art screening technology. What does that mean to you? As one of the country's leading authorities on 3D Mammography, we know that 3D increases early detection of breast cancer by 54 percent, allowing our expert radiologists to find cancers as early as stage zero. We also know it decreases call back rates by 37 percent. The end result? A better, more accurate mammogram.

↑ **54%** 3D increases *EARLY DETECTION*  
by 54 percent

↓ **37%** 3D decreases *CALL BACK RATES*  
by 37 percent

Fully integrated with  
3D Mammography.  
Now with the comfort  
of SmartCurve.

*Did You Know:*

3D Mammography is FDA-approved  
as a superior screening technology  
for women with **DENSE BREASTS**.



# Peace of Mind

What matters most? The Peace of Mind that comes from an exceptional experience and exceptionally accurate results.

We're known as the home of  
The Peace of Mind Promise

*Welcome home.*



# Join the Conversation

#shapingthefuture | #breastwellness



## WASHINGTON RADIOLOGY

With a 70-year history of providing the highest quality imaging care for patients throughout DC, Maryland and Northern Virginia, Washington Radiology has built a reputation for being the first to market for technical innovation and advanced clinical leadership, particularly in breast health. Washington Radiology has long been at the forefront of mammography, as one of the first providers in the country to completely convert to digital screening technology, and as an early pioneer of 3D mammography. Today, that innovation heritage continues with the launch of SmartCurve™ across all seven locations within the Washington Radiology network.

[WashingtonRadiology.com/SmartCurve](http://WashingtonRadiology.com/SmartCurve)