

Media Release

For immediate release: Friday, October 26, 2007

New Breast Cancer Screening Technology and Breast Cancer Hotline Enhances Care and Decreases Wait Time for Patients

Richmond Hill, ON: One out of every nine Canadian women will be diagnosed with breast cancer. Breast Cancer is the most frequently diagnosed cancer among Canadian women and the second leading cause of cancer-related deaths among women in Canada.

On Tuesday, October 30, 2007 at 1:00 p.m., York Central Hospital (YCH) will launch its new \$600,000 digital mammography technology to aid in the early detection of breast cancer and other breast abnormalities. This new technology will provide superior quality images in a fraction of the time enabling radiologists to better diagnose breast cancer in younger women and those with dense breast tissue.

Currently the hospital performs over 12,000 mammograms each year including the full spectrum of breast diagnostic imaging procedures. The addition of its new digital equipment means patients will benefit from quicker diagnostic procedure times, making the process more efficient. The technology also provides better quality images offering greater clarity and flexibility.

Digital mammography technology captures an electronic image of the breast and stores the data on a computer where it can be enhanced, magnified, or manipulated for further evaluation. This kind of procedure is not possible with hard copy films.

Other benefits of using digital mammography technology include the ability to conduct stereo-tactic biopsies, which are far less invasive than the type of biopsy that is currently performed at the hospital.

New Breast Cancer Hotline for Physicians

In addition to the new superior screening and diagnostic capabilities, YCH is announcing a new hotline for physicians seeking a surgeon to treat patients with known or suspected breast cancer. With the new hotline, the referring physician will have the opportunity to access the shortest wait time by surgeon, individual surgeon wait time and surgeon referral information.

The referring physician will be able to identify which surgeon can most quickly perform a biopsy or definitive surgery at YCH. The hotline can be accessed by a physician at any point during the patient's presentation.

"Early detection is very important; enough to save a life. The hotline will make a difference in how quickly a patient can get the appropriate care they need," says Dr. Larry Grossman, YCH Chief of Staff.

New Breast Cancer Screening Technology and...

“The hotline, coupled with the reduced wait time for mammography test results, will put York Central Hospital ahead in terms of speed and quality of care,” says Dr. Grossman.

Local Donors Support New Breast Screening Technology

“It is with the generosity of donors such as Mr. and Mrs. Ernest and Flavia Redelmeier, in addition to the proceeds from the 2006 Foundation Gala, that we proudly celebrate the grand opening of the York Central Hospital digital mammography unit,” says Nancy Coxford, Chair, YCH Foundation.

Clare Johnson, YCH Director of Diagnostic Imaging Services states, “We are grateful to the Foundation and its donors for their support of our digital mammography unit. This new technology will allow us to drastically reduce our wait list for mammography exams offering optimal service to the women of our community.”

YCH is Committed to Breast Health

YCH demonstrates its commitment to women’s breast health by participating in the Ontario Breast Screening Program. The hospital is proud to have attained the highest possible accreditation achievement from The Canadian Association of Radiologists for seven consecutive years. With the introduction of digital mammography and the Breast Cancer Hotline, YCH is responding to the needs of the community in providing optimal imaging with the shortest wait time.

The Event

Unveiling of the digital mammography machine takes place on Tuesday, October 30, from 1:00 p.m. to 1:30 p.m., in the Centre for Continuing Care and Rehabilitation Atrium, 10 Trench Street, followed by a reception and escorted tours of the Mammography Unit, ending at 2:00 p.m. At the event, Nancy Brouillard, Manager, Canadian Cancer Society, Major Mackenzie and South Central Unit, will speak about the impact of breast cancer on women and their families.

Photo opportunity and escorted tours of the Mammography Unit available:

Breast Cancer Hotline:

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