

NEWS RELEASE



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For Immediate Release

DIGITAL MAMMOGRAHY AVAILABLE AT HALIFAX REGIONAL

ROANOKE RAPIDS, NC (February 14, 2012)—Halifax Regional now is providing state-of-the-art digital mammography services.

“Halifax Regional is excited to offer the latest technology that will save lives through earlier breast cancer detection,” said Will Mahone, president. “The sooner breast cancer is detected, the better a woman’s chance of survival.”

The new digital mammography system offers incredibly sharp breast images, an advanced ergonomic design providing more patient comfort and a flexible platform that is designed to support advanced mammography applications.

“Digital mammography produces images of higher quality,” said Douglas Ericson, M. D., a radiologist at Halifax Regional who will read most mammograms. “The new equipment helps us detect cancers earlier.”

Digital mammography detects up to 28 percent more cancers than film mammography in woman younger than 50 years of age, menopausal and postmenopausal women, and women with dense breast tissue. Digital imaging can detect subtle differences between normal and abnormal tissues and can result in fewer patient follow up procedures.

The American Cancer Society recommends yearly mammograms starting at age 40 and continuing for as long as a woman is in good health.

The Mammography Center has been renovated and expanded and features nine private changing rooms in a comfortable and attractive setting. Women can expect faster service and more convenient appointments because of the speed of the new equipment and the additional changing rooms.

To schedule a mammogram, obtain an order from your physician and call 252 535-8888. The Mammography Center is in Building 1 of Halifax Medical Plaza on the campus of the Medical Center off Smith Church Road.

Halifax Regional Foundation will continue the Healthcare Initiative, asking the community to provide financial support for digital mammography.

“With the success of the campaign so far and a special arrangement with the manufacturer, we were able to install the digital mammography equipment,” said Mahone. “We did not want to wait a minute to make this new technology available to the women of our community.”

In our region, there are more than 40,000 women whose average age is 37. Each one will need mammograms.

The number of breast cancer cases detected in our area has lagged behind the state average, while the mortality rate has increased by 17 percent.

“One in eight of our wives, daughters, sisters, mothers and grandmothers will develop breast cancer in her lifetime,” said Mahone. “Our efforts for the Healthcare Initiative have resulted in the conclusion that people in the Roanoke Valley care about each other, and now they have an opportunity to demonstrate that they care by contributing to the Initiative.”

More than half the \$650,000 goal has been raised by the Foundation. “We invite families, businesses and community organizations to come together to reduce the lives lost from breast cancer in our region,” said Hugh Bazemore, a member of the Board of Directors of the Foundation and retired banking executive who is a leader in the Initiative.

For information about the Initiative, visit www.halifaxregionalfoundation.org or contact Geoffrey Hardee at 252 535-8476.

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About Halifax Regional

Halifax Regional Medical Center is licensed for 204 beds, including psychiatric and nursery. A non-profit organization, Halifax Regional is fully accredited by the Joint Commission. For more information, visit www.halifaxregional.org.