

Radiology Ltd. Sponsors Breast Cancer Prevention, Mammogram Resource Information, Survivor Testimonials at 'ScreeningsforLife.com'

TUCSON, Ariz. (May 18, 2010) – Regular mammograms can reduce breast cancer deaths by more than 30 percent¹. Yet, fewer women are scheduling their annual mammograms than five years ago, even though most insurance carriers cover the cost of these exams.

To combat this life-threatening trend, diagnostic imaging service provider Radiology Ltd. is sponsoring "ScreeningsforLife.com" a comprehensive, online resource aimed at increasing the understanding of the importance of breast cancer screening. ScreeningsforLife.com, which launches today, May 18, will be complemented by brochures, mailings, radio spots and outdoor advertising.

Recent studies and related news reports disputing the need for regular mammograms in younger women have caused confusion and misunderstanding about the value of breast cancer screening. These reports contradict the fact that on average, mammography will detect 80-90 percent of breast cancers in women without symptoms¹.

Early detection means a longer life. When breast cancer is caught before it spreads to the lymph nodes, the cancer is often cured. The 5-year survival rate when breast cancer is found early is 98 percent.² More than 80 percent of the women treated at this early point are alive 10 years later.

"ScreeningsforLife.com will be a community resource for mammogram and breast cancer information," said Dr. Marcus Dill-Macky, a diagnostic radiologist with Radiology Ltd. "We hope ScreeningsforLife.com will give women the clarity, information and encouragement they need to schedule a screening that could save their life.

In addition to information and facts about breast cancer, mammograms, self-examinations and annual physician exams, ScreeningsforLife.com will have links to breast cancer support organizations and events. Most poignant, several survivors will discuss their breast cancer journey on the website.

"As these women bravely relate their experience, the necessity of mammograms becomes apparent," Dill-Macky said. "These stories should help other women make the life-affirming decision to have a mammogram."

Breast cancer cannot be completely prevented and the first sign of breast cancer usually shows up on a mammogram before other symptoms are present.

For more information on the importance of regular mammograms and breast cancer prevention, visit ScreeningsforLife.com or call (520) 545-1966.

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¹ mybreastcancernetwork.com

² American Cancer Society, Breast Cancer Facts & Figures 2009-2010