



## PRESS RELEASE

### For Immediate Release:

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### **Woodland Heights Medical Center Now Provides Digital Mammography**

Lufkin, TX (January 11, 2010) -- Woodland Heights Medical Center has announced that it now provides the latest in "high tech, soft touch" mammography. The facility combines full-field digital mammography with a new breast cushion that dramatically eases the discomfort many women feel when they get a mammogram.

Selenia™ digital mammography incorporates revolutionary imaging technology that provides incredibly sharp images. MammoPad® creates a softer, warmer mammogram and has been clinically demonstrated to reduce discomfort for most women. MammoPad and Selenia digital mammography together provide a more positive experience for women.

Woodland Heights is a certified Pink Ribbon Facility, a distinction awarded only to an elite group of healthcare facilities. By offering women a softer mammogram, the facility hopes to increase the number of area women who follow recommendations for regular screenings.

"The discomfort many women feel during mammography compression is widely known to be a reason that many don't get regular screenings," said Cody Duvall, M.D., radiologist at Woodland Heights. In addition to compression, the cold surfaces and hard edges of the mammography device make the experience uncomfortable for some patients.

"The breast cushion answers these complaints by providing a soft, warm cushion for the breast during mammography," said Dr. Duvall. "Because women are more relaxed during the exam, it makes it even easier for our mammography technologists to get the best possible image."

Selenia digital mammography offers a number of other practical advantages and patient conveniences. Because there is no waiting for film to be developed it can significantly reduce the time patients spend in the breast center, as well as reduce the need for repeat exams due to under or over exposure. Digital images are easily stored and transferred electronically, eliminating the dependency on one set of original films, which can be misfiled or lost in transit

Breast cancer is the second leading cause of cancer death among women, exceeded only by lung cancer. Statistics indicate that one in eight women will develop breast cancer sometime in her life. The stage at which breast cancer is detected influences a woman's survival. If detected early, the five-year survival rate is 97%.

Woodland Heights Medical Center is committed to the fight against breast cancer. In offering both the MammoPad breast cushion and digital mammography, Woodland Heights provides the latest in imaging quality and comfort technology. If you would like to schedule a mammogram, please call 936-637-8514 or to learn more about the services at Woodland Heights, visit the web site at [www.woodlandheights.net](http://www.woodlandheights.net).

#### **About Woodland Heights Medical Center**

Established in 1918, Woodland Heights Medical Center was Lufkin's first hospital. Now, nine decades later, Woodland Heights is recognized throughout Deep East Texas as the leading provider of high quality, innovative health care services. Accommodating a wide range of clinical specialties, Woodland Heights has achieved excellence in key medical and surgical areas including cardiology, pulmonology, neurology, orthopedic surgery, physical medicine/rehabilitation, vascular surgery and obstetrics and gynecology. Woodland Heights also offers a full range of outpatient diagnostic services including advanced imaging, laboratory, outpatient surgery and emergency services. Through its Rehabilitation Center, Woodland Heights offers cardiac rehabilitation, stroke recovery and physical and occupational rehabilitation. Combining modern facilities, leading technology, an exceptional staff and a commitment to the communities it serves, Woodland Heights Medical Center remains at the forefront of quality health care in Deep East Texas

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Photo cut line: Mammography Technologists Sherry Rush and Tasha Fults pose in front of the new Selenia™ digital mammography equipment, which incorporates revolutionary imaging technology with a MammoPad® that creates a softer, warmer mammogram.