

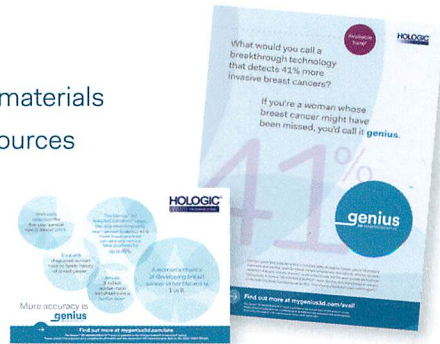
# CONGRATULATIONS

on your facility's adoption of the Genius™ 3D MAMMOGRAPHY™ exam, advanced technology for breast cancer screening with **unsurpassed clinical accuracy versus conventional 2D mammography alone.**<sup>1</sup>

Included with your purchase, you now have access to the Genius 3D™ Platinum Program, where you can order professional promotional materials for use in your facility and with your patients or download complimentary files to create your own materials.

## Resources include:

- Customizable marketing materials
- Downloadable facility resources
- Patient brochures
- Posters and handouts
- And more!



See how easy it is  
to get started ▶

**genius**™  
3D MAMMOGRAPHY  
PLATINUM PROGRAM

# Access a comprehensive suite of promotional resources with the **Genius 3D™ Platinum Program**

## FOLLOW THESE THREE SIMPLE STEPS TO GET STARTED:

- 1** Visit [Genius3DPlatinum.com/welcome](http://Genius3DPlatinum.com/welcome) to complete a facility application form. Your information will be reviewed to verify your address and facility information.
- 2** Watch for a welcome email containing your login and username information. You'll also receive a Genius 3D™ Platinum Program Consumer Marketing Tool Kit by mail, which includes a variety of marketing resources to help you introduce the Genius exam to your current and prospective patients.
- 3** Log on to the Genius 3D™ Platinum Program at [Genius3DPlatinum.com](http://Genius3DPlatinum.com). You're now ready to begin using Genius exam marketing and service resources in your facility! Be sure to check back often for new materials.



Help your facility promote the Genius exam to patients today—  
visit [Genius3DPlatinum.com/welcome](http://Genius3DPlatinum.com/welcome) to get started!

**REFERENCE: 1.** Friedewald S, Rafferty E, Rose S, et al. Breast cancer screening using tomosynthesis in combination with digital mammography. *JAMA*. 2014;311(24):2499-2507.



Genius™ 3D MAMMOGRAPHY™ exams are only available on the Hologic Selenia® Dimensions™ system.

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