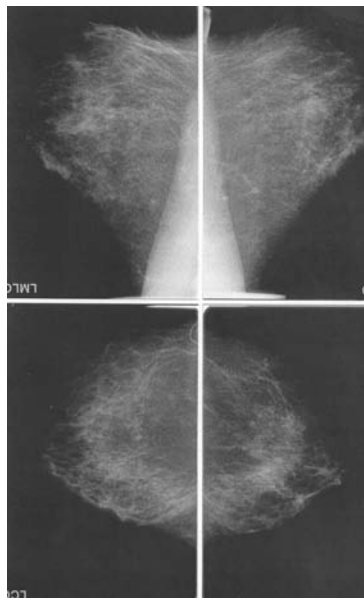


Coquille Valley Hospital adds new detection unit to aid cancer screenings

There's a new tool in the fight against breast cancer...and it's at Coquille Valley Hospital. The CVH facility is excited to announce the installation of a new computer-assisted detection (CAD) system, which is approved for both screening and diagnostic use.

Why is CAD important in the detection of breast cancer? Studies have shown that in recent years, the widespread use of regular mammography screening has been a major contributor to improvements in breast cancer survival rates. And while mammography has proved to be a powerful tool in the fight against breast cancer, accurate reading and interpretation of mammograms can sometimes be difficult. Even the best, most trained eye can over-or under interpret subtle variations in tissue that may be of concern. The result, studies show, upwards of 20 or more percent of potential cancers can go undetected.

That's where recently developed technologies like



CAD can help. Second Look (TM) from iCAD Inc. is a highly sophisticated tool that assists radiologists by providing a computerized second review of mammograms, which helps to identify potentially cancerous lesions.

The Second Look CAD system is based on breakthrough imaging technology. CAD utilizes high resolution, computer-assisted feature recognition technology to identify suspicious regions from your mammogram.

By highlighting potential areas of concern for the radiologist, following initial interpretation, Second Look calls their attention to certain subtle types of changes in tissue that may indicate the presence of cancer. The radiologist can then immediately re-evaluate the "targeted" area. U.S. clinical trials, of approximately 9,000 patients performed at 18 leading medical institutions across the United States, have shown that roughly 20-25% more potential cancers would be detected with the use of Second Look.



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940 East Fifth, Coquille, OR 97423
(541) 396-3101

www.cvhospital.org