

CUSTOMER CASE

"Agfa HealthCare is committed to the fight against breast cancer. They provide reliable technology but also partner with us in patient-focused programs."

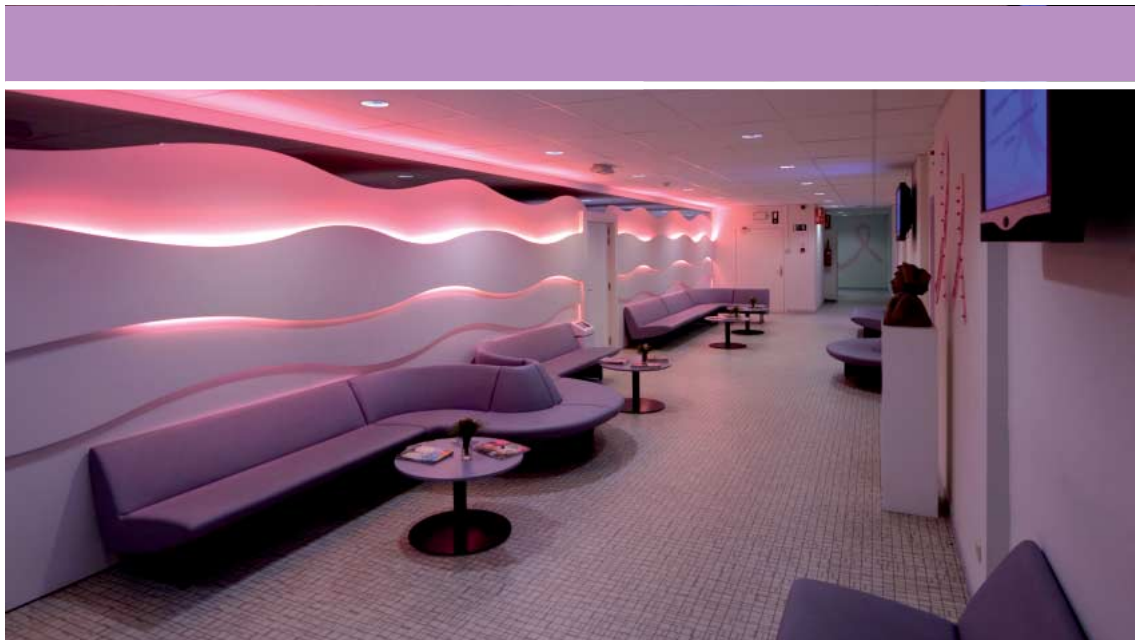
*Dr. Liebens,
Head of the Multidisciplinary
Breast Clinic and Breast Screening
Clinic ISALA, Saint-Pierre Hospital,
Brussels*



Saint-Pierre Hospital, Brussels, Belgium

Trivializing breast cancer kills women

"As we become more successful in the early detection and treatment of breast cancer, we tend to trivialize it. Yet 1 out of 9 women still get breast cancer. Half of them become depressed, their partners don't know how to react and their families are in disarray. We need to stop trivializing breast cancer. It kills women," says Dr. Fabienne Liebens, Head of the Saint-Pierre Hospital's Breast Clinic and one of the world's leading experts on breast cancer and mammography.



Dr. Fabienne Liebens is Gynecologist-Oncologist and coordinator of the Multidisciplinary Breast Clinic and Breast Screening Clinic ISALA, part of CHU Saint-Pierre Hospital in Brussels. She is passionately involved in saving women's lives and assumes her societal responsibilities as Vice-President of the Belgian section of Europa Donna, the independent European Breast Cancer Coalition which currently has 42 member countries. The coalition works to raise awareness of breast cancer and mobilize the support of European women in pressing for improved breast cancer education, appropriate screening, optimal treatment and care as well as increased funding for research.

A Breast Clinic with a heart for women

With some 170 cases per year, the Multidisciplinary Breast Clinic and Breast Screening Clinic ISALA is one of Belgium's largest breast centers and a key referral clinic in the country. "Yearly we consult 6,000 women and perform some 13,000 breast examinations," explains Dr. Fabienne Liebens. "Our staff numbers 40, of which 80% are women including 8 radiologists and 7 breast clinicians. We also consult with gynecologists, surgeons and GPs, and work with an oncology service in our building."

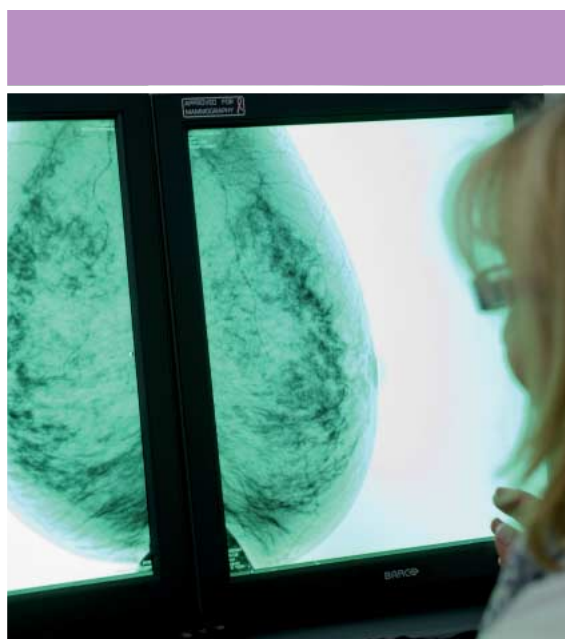
The Breast Clinic started in 1991 within the Saint-Pierre Hospital campus and moved into its own ambulant facilities close to the hospital in 2007. The facilities are astounding because of their look and

feel, which is completely opposite to the classical hospital design. "We didn't want women to feel like they were coming to a hospital," underscores Dr. Liebens. "The reception and waiting room area is more like a lounge, which allows you to wait for your consultation in a relaxed way. The interior was designed by a female decorator who knows the clinic as a patient. People see no trace of mammography equipment or technology at the standalone clinic. All imaging, interventions and surgical procedures take place back at CHU Saint-Pierre."

The clinic's décor helps win the loyalty of women who enter the screening program, believes Dr. Liebens, but it is no doubt the complete holistic focus that is the most reassuring and comforting.



Dr. Martine Van Beveren sees a considerable dose reduction with the DX-M CR solution.



“Our Leitmotiv is: behind each breast we treat, there’s also a woman to heal,” says Dr. Liebens.

Clinic’s staff reflect multicultural dimension

As part of a public hospital, all clinic patients receive the same treatment regardless of ethnic background. About two thirds of patients are native Belgians. The clinic’s recruitment is based on breast cancer prevention programs. Screening is voluntary in Belgium, with only 1 woman out of 2 entering a program. This explains the relatively high amount of Belgian natives compared to the more multicultural dimension of CHU Saint-Pierre. Dr. Liebens: “Regardless, we integrate the multicultural aspect in our staff: we have natives from Belgium that are French, Dutch and English speaking. We also have staff from Greece, Poland, Morocco, Chili, Iran, and Vietnam. This allows us to cover most of the languages needed. CHU Saint-Pierre’s multicultural section provides interpreters, but we don’t often need them.”

The clinic has two active sites and therefore needs strong quality control. Dr. Liebens is keenly focused on quality in treating a patient. The breast nurse is key in the concept. She’s the patient’s personal guide throughout the complete process. She is also

the immediate liaison with medical and clinical staff on behalf of the patient, and is present at all medical consultations. “We have one breast nurse, supported by 4 assistants who interact with other clinical disciplines,” Dr. Liebens says. “The governmental plan stipulates one breast nurse for each 150 cases.”

Patients appreciate holistic guidance

“From a study of 1,000 patients leaving the surgical oncology department, 92% are satisfied with our care,” she adds. “Key to this satisfaction is that psychological support is not an option; rather a fully integrated component of all treatment. Few if any patients refuse this, and we found that even six months after the surgical procedure, 65% considered the psychological support and counseling to have been very useful. This proves the importance of our holistic view of the patient.”

Dr. Liebens continues: “The clinic’s technology support of digital mammography systems, image enhancement software and associated products is ‘well hidden’, but it is of course key to our success. We need fast and productive solutions and immediate support in case of problems.”

“Agfa HealthCare is committed to the fight against breast cancer.

They provide reliable technology but also partner with us in patient-focused programs through support of a wide range of endeavors to increase breast health awareness among women and medical professionals. Agfa HealthCare was a key supporter of our release of Marie Mandy's book, 'Through the eyes of an Amazon'. This remarkable publication conveyed in words and art the real-life experiences of Marie, a breast cancer survivor, that will give heart to women who must face this disease, its social and emotional ramifications, and treatment up to and including partial or radical mastectomy."

Encouraging society to support breast cancer prevention research

Dr. Liebens is highly concerned about the lack of focus on primary prevention efforts involving breast cancer. The incidence of this disease in developed countries is increasing, but there's little focus by institutions and industry on primary prevention. "The knowledge women have on how to prevent breast cancer is astonishingly low. The first Belgian research on this issue was, surprisingly, done only last year. It showed 85% of women questioned have no knowledge whatsoever of risk factors for breast cancer." Video displays in the clinic's lounge provide preventive information, and displays in a separate area convey results of prevention studies.

The situation is even more worrisome for breast cancer preventive research, feels Dr. Liebens. "In Belgium, where breast cancer incidence is 33% higher than the European average, there's just one study currently underway in primary prevention for women after menopause, while there are hundreds of studies on therapeutic products. To meet my concerns, I have developed a risk calculator based

on the Tyrer-Cuzick International Breast Cancer Intervention Study Model for Breast Cancer Risk Prediction. It allows us to predict the breast cancer risk of an individual woman and determine whether she is appropriate for pharmacological preventive treatment."

Closing in on DR image quality

Radiologist Dr. Martine Van Beveren leads a team of 7 mammography radiologists that diagnose images using two Agfa HealthCare CR systems. They examine 45 women daily for clinical purposes, proactive screening or medical follow-up producing some 13,000 studies annually.

"As a mammography radiologist, I am particularly concerned about breast image quality and dose reduction. To make the patient as comfortable as possible, I also prefer fast solutions, which significantly reduce waiting and examination times. The Agfa HealthCare DX-M Digital Mammography system*, in combination with CR HM5.0 needle based mammo detectors, considerably improves the performance of existing CR solutions. Our tests show its quality closes in on full Direct Radiography (DR) image quality with a considerable dose reduction."

"I appreciate the commitment of Agfa HealthCare to mammography. They seek solutions that provide the best care for patients. I particularly like the low dose for patient safety, easy-to-manipulate tools for examination speed, and personalized profiles for radiologist efficiency. Generally speaking, in the future, I think radiology will see further enhancements in areas such as lower doses and better contrast for dense breasts."

** DX-M is not available in the United States.*

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