

DenseBreast-info.org Launches Patient Education Video Series

"Let's Talk About Dense Breasts" Helps Women Understand Density and Its Effects on Screening

DEER PARK, N.Y., Oct. 22, 2018 /PRNewswire/ -- DenseBreast-info.org today announced the release of "Let's Talk About Dense Breasts," a series of three informational videos developed to help women better understand breast density and its implications on breast health.

According to JoAnn Pushkin, Executive Director of DenseBreast-info.org, "Having dense breasts is normal; in fact, approximately 40% of women of mammography age have dense breasts. However, many women do not know their personal density or understand how density can impact breast cancer screening. The "Let's Talk About Dense Breasts" video series was developed to address what breast density is, why it matters and what should be considered in light of it. As the leading educational resource on the topic, DenseBreast-info.org was uniquely situated to draw on our content and expertise of our breast imaging medical advisors to develop these educational videos. Our hope is that they lead to informed patient and health provider discussions."

The videos, available across DenseBreast-info.org's social media channels, address the following topics:

- Video 1 – [What is Breast Density?](#)
- Video 2 – [Why Does Breast Density Matter?](#)
- Video 3 – [Is My Mammogram Enough?](#)

The video series includes explanations from breast imaging experts Wendie Berg, MD, PhD, Professor of Radiology at University of Pittsburgh School of Medicine, Magee-Womens Hospital of UPMC, and DB-I's chief scientific advisor, and Regina Hooley, MD, FSBI, Associate Professor and Vice Chair for Clinical Affairs, Yale School of Medicine and a member of DB-I's Medical Advisory Board. The video "Why Does Breast Density Matter?" includes first-hand patient experiences of missed cancers in dense breasts. DenseBreast-info.org also plans to make these videos available to medical facilities for use in patient education programs.

About DenseBreast-info.org

DenseBreast-info.org is an educational resource developed to provide breast density information to both patients and health care professionals. This medically-sourced tool is the collaborative effort of world-renowned breast imaging experts and medical reviewers.

DenseBreast-info.org, Inc., is a 510(c)3 non-profit supported by generous unrestricted educational grants and donations from the following organizations: The Avon Foundation, GE Healthcare, Hologic, Inc., Siemens Healthineers, Volpara Solutions, iCAD, CMR Naviscan, Beekley Medical, Densitas and Wells Fargo Advisors.

Please contact us for additional information or comment.

Media Contact:

Chris K Joseph
chris@ckjcomm.com
510.435.4031