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DenseBreast-info.org Marks Third Year of Successful Educational Outreach

Fills Informational Gap Following Patient Breast Density Notification

DEER PARK, N.Y., April 12, 2018 -- Recognized as the most comprehensive resource on breast density with 230,000 visitors to date, this month DenseBreast-info.org marks its third anniversary as the go-to educational resource for medically sourced information and legislation focusing on breast density.

Currently 34 states, encompassing over 84% of American women, have enacted laws that require some level of density notification following a mammogram. Studies indicate that many medical professionals feel unprepared for patient discussions on the topic. "Women with dense breasts and healthcare providers both have questions on how dense breast tissue affects cancer screening and personal risk for the development of the disease. We saw an informational gap," says Dr. Wendie Berg, the website's chief scientific advisor and noted radiologist at Magee-Womens Hospital of UPMC, University of Pittsburgh School of Medicine. "DenseBreast-info.org was launched to address the question: *Have dense breasts? Now what?* When the next steps may be unclear."

A unique collaboration between breast imaging experts and medical reviewers, DenseBreast-info.org offers a wide range of information, from FAQs, screening decision tools and risk tutorials to an interactive map featuring legislative analysis, explanation about common screening modalities, a CME course and much more to help women and their doctors *Get Smart About Being Dense*.

Launched in April 2015, the website has an average monthly visitor count of 16,000 with projections for 20,000/month by October 2018. More than 80% of users are first time visitors and are evenly split between patients and healthcare providers. The website's information has been viewed by people from more than 175 countries, demonstrating the tremendous need around the world for information on this little explored medical topic. The CME/CE program launched in 2016 is based entirely on website content and is approved for two American Medical Association category 1 credits. The website's full-color downloadable patient brochure can be ordered in quantity by imaging centers for patient distribution.

This year, the organization announced plans for international representation in Europe and neighboring countries. An international coalition of physicians was appointed to develop and curate international material, while a group of DenseBreast-info.org Ambassadors was named to promote site visibility.

Dr. Berg and the website's European liaison, Dr. Athina Vourtsis, have prepared a review article on breast density and supplemental screening.

In the U.S., outreach efforts include both English and Spanish Facebook pages, with more than 3,500 followers each. The Spanish page offers three well-received educational videos, bringing an important breast care message to this segment of the population. Development of a video series for English-speaking audiences is in progress.

“Since its inception, DenseBreast-info.org has reached thousands of women and healthcare providers, delivering important information about the implications of dense breast tissue in masking breast cancer and risk,” says the organization’s executive director JoAnn Pushkin. “With a growing number of visitors, information and resources in place, we have taken major steps forward in accomplishing our mission of making breast density educational tools easily accessible to every woman and healthcare provider seeking them.”

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