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FOR IMMEDIATE RELEASE WITH PHOTO
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**NEW MOBILE MAMMOGRAPHY UNIT
BRINGS DIGITAL MAMMOGRAPHY TO IUKA**

IUKA, Miss.—Iuka residents have a powerful new weapon in the fight against breast cancer: digital mammography.

North Mississippi Medical Center recently rolled out a new Mobile Mammography unit that travels to Iuka and other communities to provide convenient access to mammography services. “Our organization is very excited to be able to offer digital mammograms now on our campus,” said NMMC-Iuka Administrator Fred Truesdale. “Early mortality from breast cancer is on the decrease, and earlier detection is the major reason why. Screening mammography has been proven to reduce mortality from breast cancer.”

The colorful, comfortable new unit features the latest in digital mammography equipment and replaced the original unit that had been on the road since 1994. Mammograms performed on the Mobile Mammography unit are interpreted by radiologists from the NMMC Breast Care Center in Tupelo.

A nationwide trial by the American College of Radiology found digital mammography is superior, particularly in young patients and those with dense breasts. Digital mammography takes an electronic image of the breast and stores it directly into NMMC’s computerized Picture Archiving and Communication System (PACS). Radiologists can enhance, magnify or manipulate these digital images, making it easier to detect abnormalities.

An additional advantage is that CAD, the computer assisted detection feature, cues the radiologist to areas on the mammogram that look irregular, and he or she can then compare them to the patient’s previous mammograms to see if it’s something new.

At NMMC-Iuka, designated parking will be provided for mammography patients. As patients turn left from Curtis Drive into the hospital parking lot, take the first right into the Employee Parking Area. There will be assigned parking places with signs marked “Reserved Parking for Mammography Patients.” This will remain employee parking when the mobile mammography unit is not in town.

The Mobile Mammography unit will be in Iuka on Oct. 11-12, and every other week thereafter. For a schedule, visit www.nmhs.net/mobile_mammo.php, or call 1-800-THE DESK (1-800-843-3375) to make an appointment.

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Suggested Cutline:

Mammography technologist Amy Chisholm (left) and NMMC-Iuka Administrator Fred Truesdale are proud to offer digital mammography services in Iuka, thanks to NMMC's new Mobile Mammography unit.

Sidebar:

Breast Cancer Risk

Every woman is at risk for breast cancer, and her risk increases with age. Breast cancer is the most common cancer among women.

Risk is higher for women with a personal history of having cancer and women who have had one or more close relatives with the disease. However, 80 percent of the women who develop breast cancer have no family history of the disease.

What You Can Do:

Ages 20-39

- Perform a breast self-examination every month
- Have a clinical breast examination by a doctor or nurse practitioner every three years

Age 40+

- Perform a breast self-examination every month
- Have a clinical breast examination by a doctor or nurse practitioner annually
- Get a mammogram annually

All Ages

By examining your breasts regularly, you and your doctor can be aware of changes in your breasts that are not normal. If you notice a change in your breast, call your doctor immediately.

To learn more, visit www.nmhs.net/breast_care.php.

Sidebar:

What to Watch For

- Lump, hard knot or thickening

- Swelling, warmth, redness or darkening
- Change in the size or shape of the breast
- Dimpling or puckering of the skin
- Itchy, scaly sore or rash on the nipple
- Pulling in of your nipple or other parts of the breast
- Nipple discharge that starts suddenly
- New pain in one spot that doesn't go away

Information on breast cysts, dense breast, breast pain and microcalcifications is available at www.nmhs.net/breast_care.php.