



FOR IMMEDIATE RELEASE
CONTACT: FRITZ GUTHRIE
936.435.7573

For Release: March 2, 2010

HUNTSVILLE MEMORIAL BECOMES PINK RIBBON FACILITY

(Huntsville, TX) –Huntsville Memorial Hospital (HMH) has received the distinction of being a Pink Ribbon Facility.

“This designation comes to an elite group of healthcare facilities that offer women a softer mammogram with the combination of digital mammography and MammoPad technology,” said Stan Ferguson, director of Imaging at HMH.

Bringing digital mammography to the hospital not only enables the physician to get a clearer and easily enhanced mammogram, but the MammoPad for the equipment provides a softer, warmer mammogram and has been clinically demonstrated to reduce discomfort for women during the compression part of the exam.

“The discomfort many women feel during mammography compression is widely known to be a reason that many women don’t get regular screenings,” said Ferguson. “In addition to compression, the cold surfaces and hard edges of the mammography device can make the experience uncomfortable for some patients. The MammoPad has provided a great source of comfort during the procedure.”

There are also numerous other conveniences to digital mammography. Because there is not waiting for film to be developed, it can significantly reduce the time patients spend in the breast center, as well as reduce the need for repeat exams due to under or over exposure of x-ray films. Digital images are easily stored and transferred electronically, eliminating the dependency on one set of original films, which can be misfiled or lost in transit.

“Statistically, one in eight women will develop breast cancer sometime in her lifetime. Breast cancer remains the second leading cause of death among women, exceeded only by lung cancer. The stage at which breast cancer is detected influences a woman’s survival rate. If detected early, the five-year survival rate is now 97 percent,” Ferguson said.

Huntsville Memorial Hospital is committed to the fight against breast cancer. In offering both the MammoPad breast cushion and the digital mammography, HMH provides the latest in imaging quality and comfort technology.

To find out about scheduling your mammogram at Huntsville Memorial Hospital, please call 936.435.7577. If you are in need of a physician, please call 936.251.4595.

About Huntsville Memorial Hospital

Since 1927, Huntsville Memorial Hospital has provided benevolent and charitable health care services, setting the standard for quality, proficient health care for the residents of Walker County and the surrounding communities. At Huntsville Memorial, we have great people who are passionate about your health. We have outstanding physicians, motivated leadership, and compassionate staff. We are your friends and neighbors – dedicated to excellence in everything we do – right here at home.

