



-FOR IMMEDIATE RELEASE-

## Don't Delay Your Mammogram



(SALEM, OHIO) – October 6,, 2021 – October is Breast Cancer Awareness month, a good reminder to make your annual mammogram a priority. According to the American Cancer Society, there's a 1 in 8 chance a woman in the U.S. will develop breast cancer at some point in her lifetime.

Last year, there was an estimated drop of nearly 60% in the rate of screening mammograms during the first twenty weeks following the start of the pandemic in March 2020. "Early detection saves lives and it's a concern that many women may have put off the opportunity for an early diagnosis due to the pandemic," said Dr. Peter Apicella, chief radiologist at Salem Regional Medical Center (SRMC).

For those at average risk of breast cancer, he recommends scheduling an annual mammogram beginning at age 40. Those at a high risk for breast cancer should get a breast MRI and mammogram every year, typically starting at age 30.

"Breast cancer remains one of the leading diseases that takes the lives of women across the country. Annual screening mammograms are crucial to early detection and diagnosis, which can lead to more treatment options and successful health outcomes. A common misconception is that people think if they don't have a family member with breast cancer then they don't need to be concerned. This is false, as most women who are diagnosed with breast cancer have no known risk factors or family history of the disease," Dr. Apicella said. "Women can also perform self-breast exams, which is a good preventative

measure, and I recommend it; however, it's not a substitute for a mammogram. If you notice something abnormal, reach out to your physician immediately, do not delay care."

During a self-breast exam you want to feel for lumps, bumps, areas of thickening and take note of any changes to your breast during your examination. Other signs and symptoms of breast cancer include: swelling of all or part of the breast, even if no lump is detected, nipple inversion, nipple discharge, or skin thickening.

However, it's not uncommon for there to be no symptoms at all.

"Breast cancer comes in all forms, and it can be impossible for the smallest form to be detected at home, as you won't be able to feel it. The 3-D technology we offer at SRMC can detect up to 40% more invasive cancers than a traditional mammogram. In addition, the overall radiation dose of the 3-D examination is 30% less than a traditional mammogram," Dr. Apicella noted.

If detected early enough, breast cancer has a 99% survivability rate.

#### Comprehensive Breast Care at SRMC

SRMC's 3-D mammography provides sharper images, leading to better and earlier detection of breast abnormalities. The 3-D mammogram technology is accredited by the American College of Radiology, which is the gold standard for facilities providing the highest level of image quality and safety.

These units feature the widest-angled acquisition method, which provides the greatest depth resolution and clarity of images, unlike other older 3-D mammogram equipment. This level of detail greatly enhances the ability to quickly and more accurately identify early cancers, especially in women with dense breasts and fibrocystic breast disease, where tumors are more difficult to find.

#### Schedule or Walk-In

3-D mammograms can be scheduled at SRMC's main campus or at the SRMC Medical Imaging Center at Firestone Farms in Columbiana. You can also walk-in at the Columbiana location from 9 a.m. – 3 p.m. on Tuesday and Wednesday, no appointment needed. On Oct. 16, there will be extended walk-in hours from 8 a.m. – 4 p.m.

The SRMC Medical Imaging Center is located at 116 Carriage Drive in Columbiana. To schedule a mammogram, call 330-332-7300.

#### Show Your Support This Month

If you would like to show your support for Breast Cancer Awareness Month, you can attend the SRMC Pink Out at the Farm, from 5-8 p.m., Saturday, October 16 at Firestone Farms in Columbiana, free of charge. All proceeds from the event will go toward the SRMC Foundation Cancer Fund. To learn more about this event, call 330-337-2883.