



**“In 2020, 11,368 women between ages 20-39 were diagnosed with breast cancer in the US- that’s a rate of 27/100,000 women...”**

Source: CDC & USAFacts.org

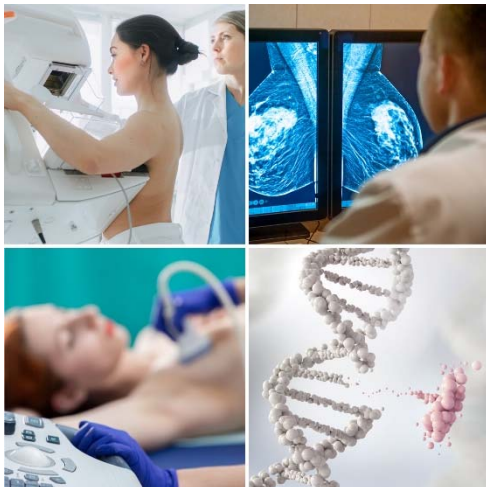
## **“Earlier Detection” Program for Women Ages 20-40**

National standards require mammograms women ages 45 to post-menopausal years annually. But for the underserved ages (20-40), the risk for breast cancer is also real and exists in growing numbers. This recorded increase in risk is further advanced by those with dense tissue. **BARD DIAGNOSTIC IMAGING** addresses the continuing concerns for breast cancer by offering advanced early detection screening programs.

### **WHY SCREEN EARLIER?**

The women’s health community has identified 5-9% of all breast cancer cases occur in women between the ages of 20 and 40.

- Women in younger ages may ignore signs like breast lumps or unusual discharges due to misconceptions about age propensity. This leads to delays in checkups and diagnoses.
- Younger women are more likely to have dense breast tissue where standard mammograms are not recommended. Having dense breasts also carry an increased risk of breast cancer.
- Breast cancer treatments have been known to affect fertility, sexuality and pregnancy.
- Often coupled with unique issues, including concerns about body image, feelings of isolation, mental health support, and the financial burden of treatment and care.
- Young women who are genetically predisposed may be at higher risk of breast cancer. Mutations in the BRCA1 or BRCA2 gene are common causes of hereditary breast cancers.



### **PRIMARY AND SUPPLEMENTAL BASE LINE SCREENING**

Bard Diagnostic Imaging offers a customized program for women under 40. Young patients will receive a comprehensive history assessment along with a BASE LINE scan using a case-specific mammography program. In addition, 3D Doppler Sonography is provided for additional & increased breast imaging accuracy as part of breast density detection. 3D Doppler imaging shows higher blood flow velocity, a common sign of cancerous activity in the breast. Studies have shown that suspicious blood flow identified by pre-surgery Power Doppler scans corresponds very well with the size, location and aggression of actual tumors that are then surgically removed. 3D sonography clearly shows tumor margins and 3D Doppler affords an index of cancer aggression and metastatic potential.

**For more information on this program, contact Bard Diagnostic Imaging: 212-355-7017  
or visit: [www.earlierdetectionnyc.com](http://www.earlierdetectionnyc.com)**

## EDUCATION IS EVERYTHING

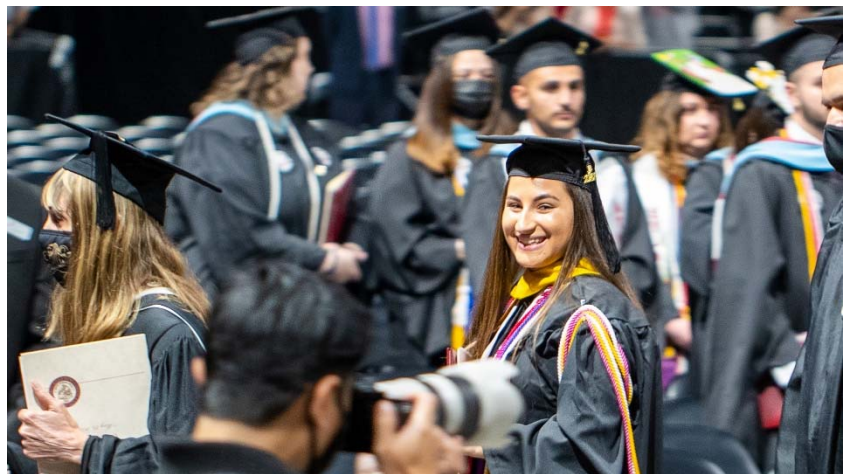
For over 30 years, Bard Diagnostic Imaging has been an active member of a national advocacy network for cancer prevention, education and research initiatives. This includes an alliance with the most recognized diagnostic imaging associations, women's support resources and a professional community of top clinicians in the country. Women in younger age groups will benefit from access to these resources that offer a full understanding about the importance of early detection as part of a woman's lifelong commitment to optimal wellness. For additional information, please visit our Women's Health newsletter @ [www.PinkSmartNews.com](http://www.PinkSmartNews.com)

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## "EARLIER DETECTION"- MY UNDERDIAGNOSED GENERATION IN CRISIS

By: Alexandra Fiederlein (23) - Published in PINKSMARTNEWS.com 11/1/2023

I belong to the graduate-level age group that continues to witness the increasing numbers of breast cancer cases in our country. The women in this generation also happens to be the next group that falls prey to being UNDERDIAGNOSED. Insurance companies and the medical community have made little or no action to support or identify the need for women in their 20's and 30's to be approved for standardized early detection / breast cancer screening. From the front-row perspective, younger women are as much at risk of getting cancer. Reports show an uptick in genetic predisposition for breast cancer\*, alongside a dangerous attitude of denial. Addressing this calls for widespread education and screening programs in our community as essentials to a life of wellness and prevention.



Targeting the young working PROFESSIONAL is a major part of our population, where the vast majority tends to put off checkups and screenings because they are just "too busy". Professional women need to value their health above anything else, and therefore the narrative needs to be amplified in that area. We find this problem to be quite prevalent in urban areas with the constant on-the-go culture. Offering local resources and improved access for personal scanning are just some progress driven programs. GEN Z is a sensible focus group because these are the women who absolutely must receive routine scanning. We need to advocate for the narrative that age 40 is not the starting age where screening needs to begin- especially since we are now seeing cancer cases in younger ages are growing in numbers. Getting OB/GYN professionals on board is especially important because this is where women are getting their prescriptions.



If the drive for EARLIER DETECTION means proactive awareness, may this lead to turning social concern into clinical action. This includes clinicians joining hands with advocacy groups who recognize the many potential areas for at-risk women in my generation whose lives and safety continue to go unrecognized. And once the count of cancer cases and deaths rise exponentially due to inaction, perhaps then will the medical community find urgency in upgrading the required breast cancer screening age to (finally) include generations like mine.

**This article is sponsored by the "ARE YOU DENSE?" Foundation (501c3), the Coalition for Women's Cancer Groups, the Integrative Cancer Resource Society and the AngioFoundation.**