

# See the light, with Pristina Bright\*



\*Pristina Bright is a commercial offering that includes Senographe Pristina™, SenoBright™ HD and Serena Bright™.

## GE HealthCare: Over a decade of contrast mammography leadership worldwide

Contrast-Enhanced Mammography (CEM) is a game changer in breast diagnostic imaging and biopsy care.

**GE HealthCare pioneered this technology in 2010 and is associated with over 200 publications that demonstrate its clinical performances.**

GE HealthCare's CEM combines the morphologic and density information similarly to a conventional mammogram and the functional vascular information of a breast MRI<sup>1</sup>. It presents an opportunity to create and implement a more streamlined workflow to help diagnosis breast cancer early.


In addition to increasing patient access, our CEM offering boasts high levels of sensitivity and specificity, allowing for the detection of lesions that would otherwise go undetected<sup>2,3,4</sup>.

To ensure your practice can fully leverage the combined power of GE HealthCare contrast mammography solutions, we introduce **Pristina Bright our comprehensive CEM package with complete implementations support.**



# See the light, with Pristina Bright

## Pristina Bright, our comprehensive Contrast-Enhanced Mammography package, bundles:

01 

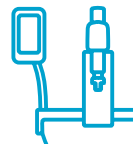
**Senographe Pristina**  
A sensitive design to reshape the Mammography experience.



02 

**SenoBright™ HD**  
The CEM Mammography technology to see lesions that are otherwise masked<sup>3,4,5</sup>.



03 

**Serena Bright™**  
The CEM biopsy solution that complements perfectly SenoBright™.

1. 510(k) K172404.

2. Compared to without contrast.

3. Sung JS, et al. Performance of Dual-Energy Contrast-enhanced Digital Mammography for Screening Women at Increased Risk of Breast Cancer. Radiology. 2019 Oct;293(1):81-88.

4. Sorin V, et al. Contrast-Enhanced Spectral Mammography in Women With Intermediate Breast Cancer Risk and Dense Breasts. AJR Am J Roentgenol. 2018 Nov;211(5):W267-W274.

5. Data on file. GE HealthCare 2020.



Reshape the mammography experience

# Senographe Pristina™

Senographe Pristina was built with one objective in mind: to ease patient anxiety and feel comfortable during the exam.

- A new design to limit physical strain.
- An inviting gantry, attractively lighted with feminine shapes, promotes a sense of calm.
- All parts that contact the patient are carefully rounded and minimized in size.
- Flexible paddles are available that can tilt to adapt to the breast anatomy.
- A soft-curved surface invites patients into a space of comfort and support.

## Clarity for radiologists

### Superior diagnostic accuracy<sup>1</sup>

Senographe Pristina sets the **bar high for diagnostic confidence and performance**, leveraging the Senographe family's widely recognized image quality.

Senographe Pristina platform is **upgradeable to advanced applications**: Contrast-Enhanced Mammography and biopsy.



Of patients had a more positive experience on Senographe Pristina compared to previous exams<sup>2</sup>



CEM  
READY

## Confidence for technologists

Senographe Pristina is **ready to use** within a few minutes after startup.

The ergonomic design of Senographe Pristina eases patient positioning and **improves the overall mammography experience** for both patients and technologists<sup>2,3</sup>.



Of technologists report that Senographe Pristina was easy to use<sup>2</sup>



Of patients were less anxious or not anxious at all thanks to gantry design<sup>2</sup>



1. Superior diagnostic accuracy demonstrated in a reader study comparing the ROC AUC of GE screening protocol (V-Preview + 3D CC/MLO with 3D in STD mode) to that of 2D FFDM alone. V-Preview is the 2D synthesized image generated by GE Seno Iris mammography software from GE DBT images. FDA PMA P130020 <http://www.accessdata.fda.gov/scripts/cdrh/cfdocs/cfpma/pma.cfm?id=P130020>.

2. IPSOS Patient Satisfaction Study sponsored by GE HealthCare, conducted with 315 patients across 2 sites in Europe, February 2017.

3. IPSOS Technologists Study sponsored by GE HealthCare, conducted with 50 users in Japan and the European Union, from July 2017 to April 2018.





See differently, see in contrast

# SenoBright™ HD

SenoBright HD Contrast-Enhanced Mammography offers an astonishingly clear way of seeing what matters in the breast: the image you need is never out of reach.

- Helps reduce the masking effect of fibroglandular breast tissue and increases the tumour signal<sup>1</sup>.
- Contrast agent highlights areas of unusual blood flow.
- CEM is an alternative imaging method to MRI, especially when MRI availability is limited, and for patients for whom MRI is contraindicated<sup>2</sup>.

#### Educational training:

- eLearning, covering all aspects of CEM through experience sharing.
- Detected CME accredited self-assessment.

#### Marketing Kit:

- Kit for radiologists and referring doctors, to share the benefits and reasons of using CEM.
- Kit for patients.

If you want to receive the Educational training and the Marketing Kit, flash this QR code.



## An exceptional clinical performance

Find **lesions that cannot be seen on routine** mammography<sup>3,4,5</sup>.

**Provide high specificity** for low false-positives<sup>1</sup>.

With Nira, **Overall Image quality was assessed superior in more than 98% of the images** presented by all the readers<sup>6</sup>.



## Care for more patients

**Expand to a large population of women** who can access this technology for **Equitable care**.

**Reduce agonizing wait time for women** to get to a confident diagnosis.

**Target the 43% of patients** wouldn't come back for follow-up<sup>7</sup>.



## Acquire consistently 30 CEM exams a day<sup>8</sup>

**Filter out false positive** to make room for those in true need<sup>1</sup>.

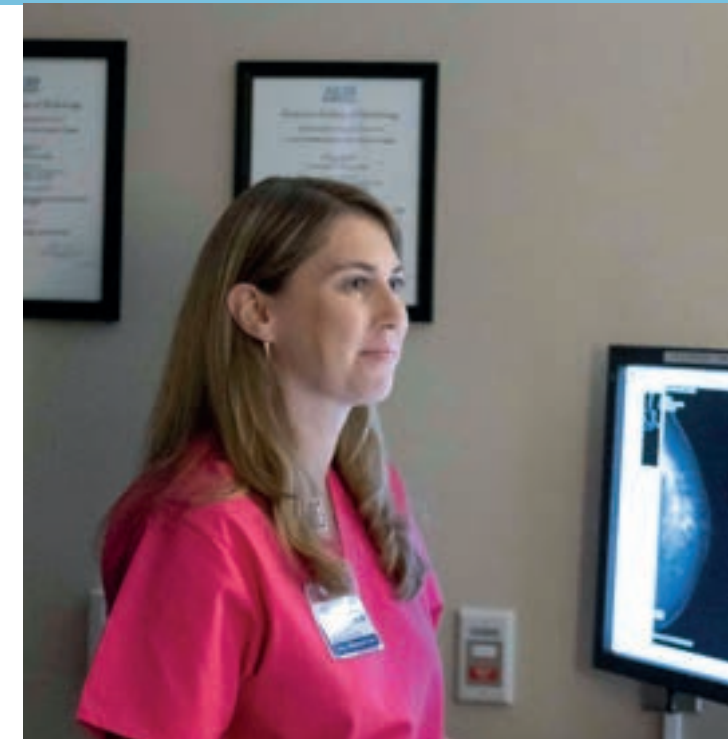
**Meets reimbursement criterion** for this exam without pre-authorization.



Can **perform the imaging exam in less than 7 minutes<sup>9</sup>**, on a machine and with staff women are familiar with.

1. 510(k) K172404.  
 2. Phillips et al. Workflow Considerations for Incorporation of Contrast-Enhanced Spectral Mammography Into a Breast Imaging Practice, ACR, 2018 <https://doi.org/10.1016/j.jacr.2018.02.0121>.  
 3. Compared to without contrast.  
 4. J. Sung et al., Radiology 2019; 00:1-8.  
 5. V. Sorin et al. American Journal of Roentgenology: W267-W274. 10.2214/AJR.17.1935510(k) K172404

6. 510(k) K211215. Reader study performed by 3 MQSA qualified radiologists on 50 clinical images, comparing SenoBright HD with NIRA to current version.  
 7. Andrew Mosier DO, Esha Gupta MD, Dana Ataya MD, Kavita Bhatt MD, Alice Rim MD. March 2017. <https://doi.org/10.1111/tbj.12784>.  
 8. Over 8 hours. Data on file, GE HealthCare 2019.  
 9. Data on file. GE HealthCare 2017.



See and biopsy what matters

# Serena Bright™

Serena Bright completes the contrast-enhanced solutions to see lesions that are otherwise not visible<sup>1,2,3</sup>.

Serena Bright combines the **clarity** of contrast-enhanced imaging with the **versatility** of our Serena biopsy platform for a clear path forward for patient care.

Lesions identified with contrast may be difficult to biopsy under conventional techniques. Contrast mammography allows you to be more certain whether biopsy is necessary and now with Serena Bright, contrast-enhanced guided biopsy provides exceptional clinical confidence and accuracy without shifting to MRI.

## Confidence and accuracy

See clearly the lesion in CEM and sample with certainty with **the same image guidance** (no more seeking the correlating lesion in MRI).

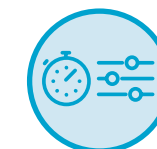


## Simple and fast

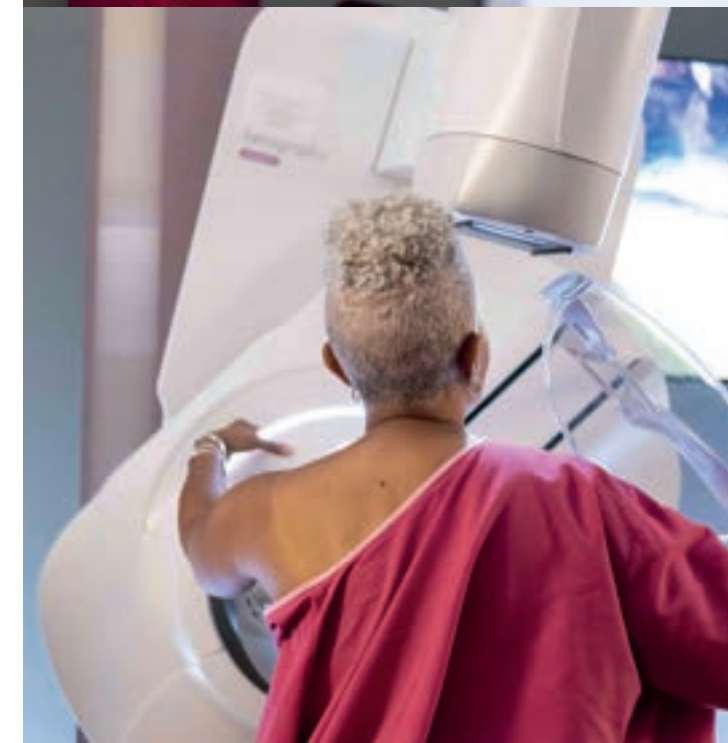
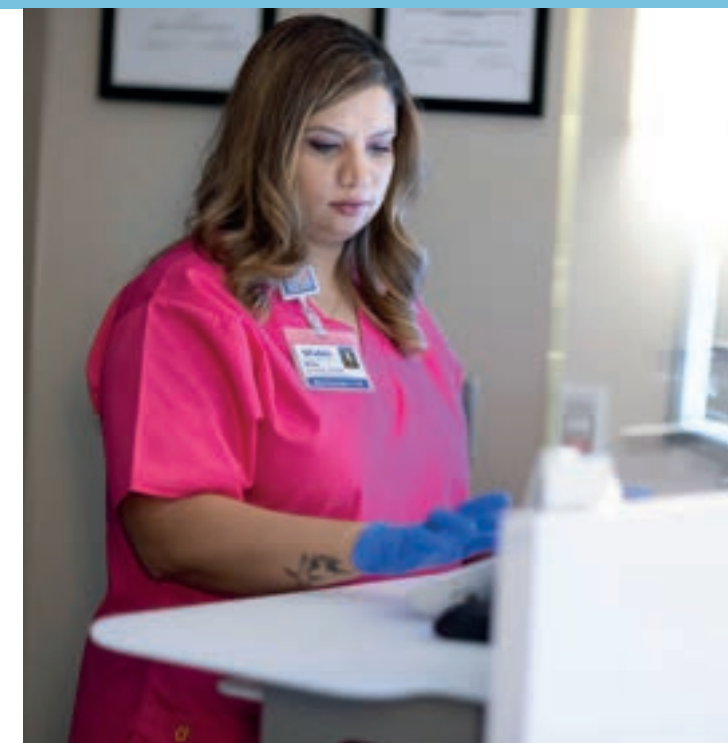
CEM biopsy can be done within **15 minutes**<sup>4</sup>.

Familiar setting & familiar staff help to **relieve** some **patient stress** of a biopsy procedure.

**Fast set-up in 2 minutes**<sup>5</sup> with the add-on biopsy kit without long and mechanical needle installation.

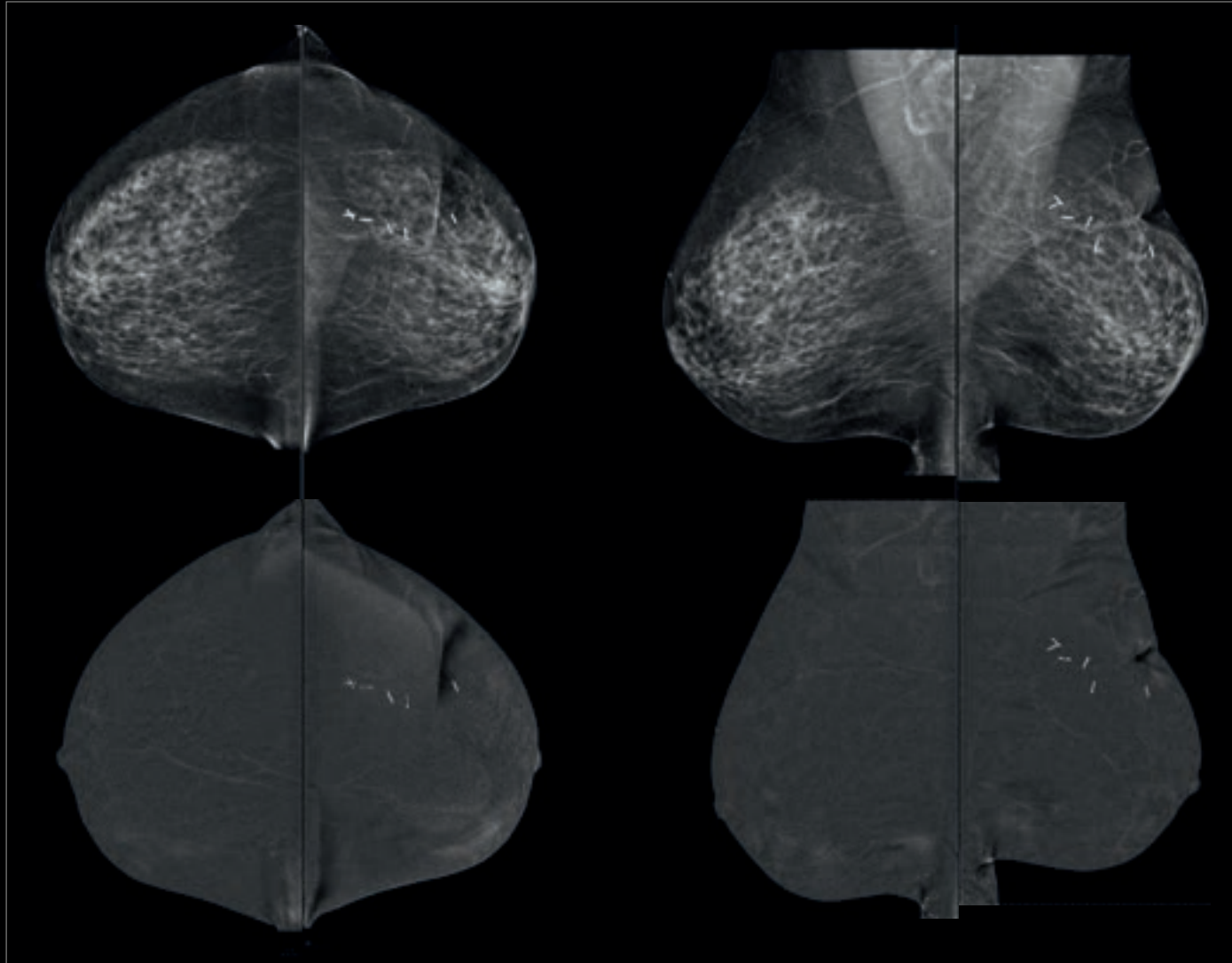


1. Compared to without contrast.  
2. Sung JS, et al. Performance of Dual-Energy Contrast-enhanced Digital Mammography for Screening Women at Increased Risk of Breast Cancer. Radiology. 2019 Oct;293(1):81-88.  
3. Sorin V, et al. Contrast-Enhanced Spectral Mammography in Women With Intermediate Breast Cancer Risk and Dense Breasts. AJR Am J Roentgenol. 2018 Nov;211(5):W267-W274.  
4. Data on file. GE HealthCare 2020.  
5. Data on file. GE HealthCare 2019.





# Clinical cases

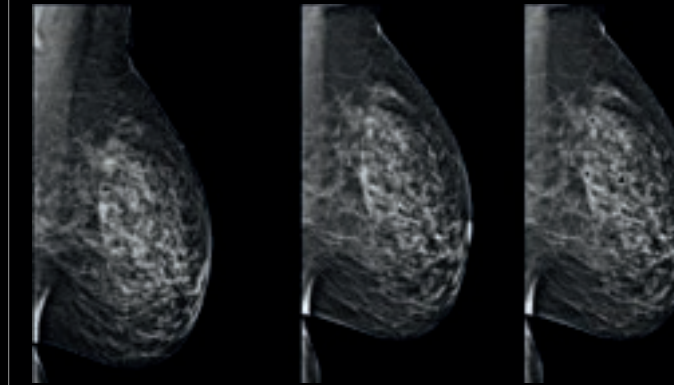


**CASE #1**  
Exam for a 59 year old woman, post surgical follow-up demonstrating no contrast uptake and a true negative.

## Case #2

57 year old Canadian female, very much an advocate for her own healthcare. She had a screening Mammo with Tomo at an outside imaging facility in July 2021 and was told BiRads 0.

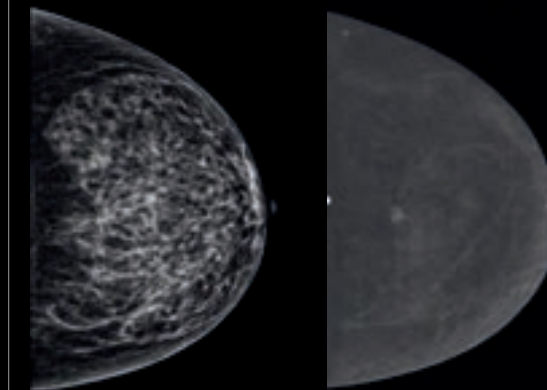
### Step 1: 2D imaging



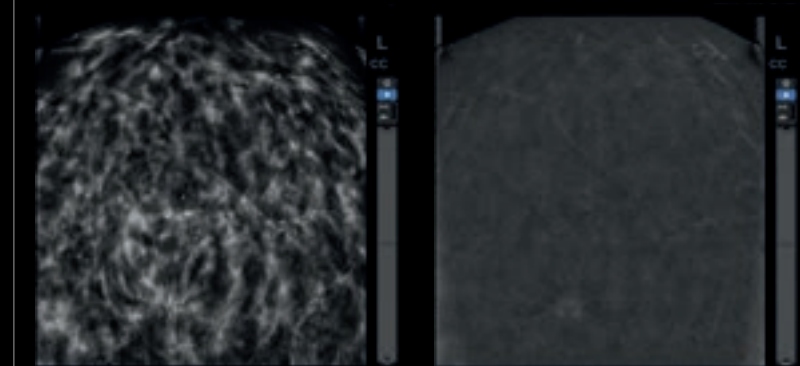
August 2021  
Follow-up Dx Mammo 2D images and display U/S follow up if available. Reported as BiRads 4

### Step 2: CEM Exam

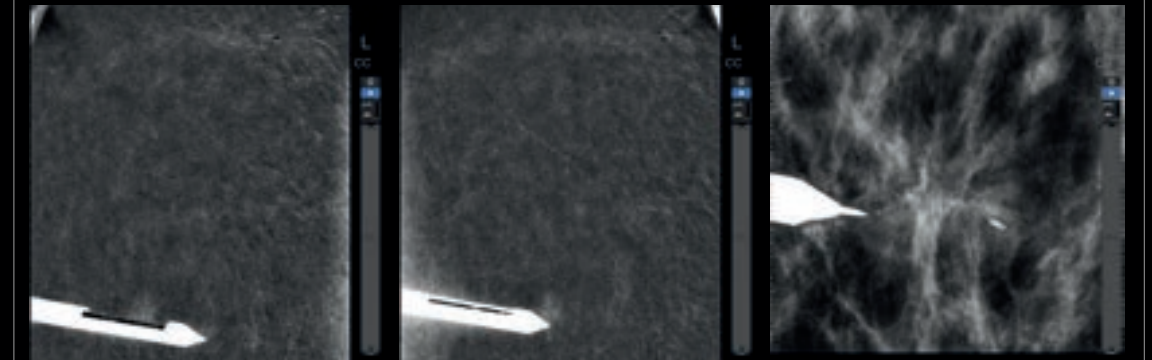
Day 1: December 2021  
CEM Exam: 2D low energy and 2D recombined



### Step 3: Doctor chose CE biopsy the next day



Day 2: December 2021  
CEM Biopsy pre and post fire: 2D low energy and 2D recombined



Day 2: December 2021  
CEM Biopsy pre and post fire: 2D low energy and 2D recombined

Post-clip tomo image

**Outcomes:** Invasive Ductal Carcinoma

For more information about  
Pristina Bright, flash this QR code



## About GE HealthCare

GE HealthCare is a leading global medical technology, pharmaceutical diagnostics, and digital solutions innovator, dedicated to providing integrated solutions, services, and data analytics to make hospitals more efficient, clinicians more effective, therapies more precise, and patients healthier and happier. Serving patients and providers for more than 100 years, GE HealthCare is advancing personalized, connected, and compassionate care, while simplifying the patient's journey across the care pathway. Together our Imaging, Ultrasound, Patient Care Solutions, and Pharmaceutical Diagnostics businesses help improve patient care from prevention and screening, to diagnosis, treatment, therapy, and monitoring. We are an \$18 billion business with 51,000 employees working to create a world where healthcare has no limits.

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