



European Coordination Committee of the Radiological, Electromedical and Healthcare IT Industry

COCIR Virtual Session
Wedn. 21 Oct 2020

IN PARTNERSHIP WITH



CAN WE IMPROVE THE FUTURE OF **BREAST CANCER CARE** IN THE EU?

How can Medical technologies Support Prevention, Diagnosis and Treatment?*

Dr. Christian Stoeckigt
COCIR Member and Hologic

WWW.COCIR.ORG

*The views and opinions expressed in this presentation are those of the author and do not necessarily reflect the opinion of Hologic Inc. or any of its affiliated companies.

Awareness of ECIBC guidelines / screening backlog

- Suggests using either digital breast tomosynthesis (DBT) or digital mammography (DM) in the context of an organized screening program.
 - Defines how a tailored screening should NOT look like.
 - Women with high mammographic breast density are likely to benefit most from the increased detection capability of DBT.
- Personalized screening strategy based on risk factors?
- Screening backlog based on COVID-19 pandemic
 - A total of 986.000 women across the UK missed their mammograms due to breast screening programs being paused².
 - About 250.000 women in The Netherlands were not screened for 3 months program hiatus during March and June 2020 with a total screening capacity of about 50% only³.
- AI based image guidance for radiologists and radiotherapy?



US awareness campaign through Social Media

- Recent survey found that 27% of compliant women plan to either skip or delay their mammogram in 2020¹.
- The National Cancer Institute recently predicted 10,000 more people in the United States will die in the next decade from breast or colorectal cancer because of delayed screening and treatment due to the COVID-19 pandemic².
- Partnering with Sheryl Crow for 'Back to Screening' campaign encouraging women to prioritize mammograms delayed due to COVID-19 pandemic.

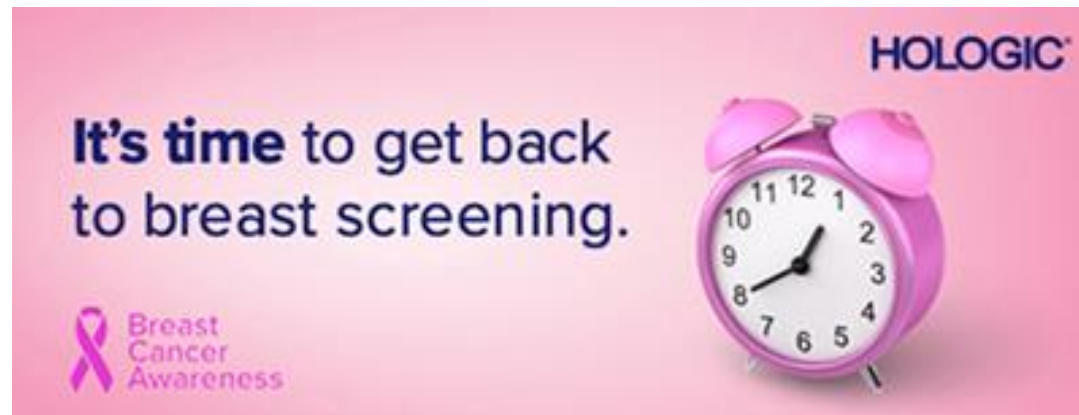


"When I was diagnosed with breast cancer, a routine mammogram caught my breast cancer early, and I am here – and healthy – today, because I made my health a priority and got screened" *Sheryl Crow*



EU awareness campaign through Social Media

- 1 in 8 women in Europe will get breast cancer by the age of 85¹.
- It is estimated that screening saves about one life from breast cancer for every 200 women who are screened.²
- More than 80% of people with early localised breast cancer will live longer than five years after diagnosis.³
- Partnering with local organisations in UK, Germany, Austria, Switzerland and Spain to encourage women to prioritize mammograms delayed due to COVID-19 pandemic.





Thank You!

