



MEDIA ADVISORY

FOR IMMEDIATE RELEASE

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Lake Wales Medical Center Offers Lunch & Learn Programs On New Digital Mammography Program

Lake Wales, FL – Lake Wales Medical Center is offering free Lunch & Learn programs throughout the east Polk area to educate women about the hospital's new Digital Mammography program.

Lake Wales Medical Center is the first hospital in Polk County to offer digital mammograms using the new Selenia digital mammography from Hologic. Digital mammograms are expected to be available beginning in mid-April at Lake Wales Medical Center.

Lake Wales Medical Center is excited to be able to offer this technology for breast cancer detection. Digital mammography is different from conventional mammography in how the image of the breast is viewed and, more importantly, how the image is manipulated. The radiologist can magnify images, increase or decrease contrast and invert the black and white values while reading the images. These features allow the radiologist to evaluate microcalcifications and focus on areas of concern.

To supplement this technology, Lake Wales Medical center has incorporated digital Computer-Aided Detection (CAD), also the first of its kind in Polk County. Digital CAD highlights characteristics commonly associated with breast cancer and flags abnormalities to help the radiologist detect early breast cancer.

From a patient's perspective, digital mammography feels identical to conventional screening, though women will notice shorter exam times and a reduction in call-backs for additional images.

“We are offering Lunch & Learn programs throughout all the areas we serve, including Frostproof, Babson Park, Lake Wales, Dundee, Winter Haven and the Haines City area,” said Maryemma Bachelder, Director of Marketing at Lake Wales Medical Center. “As the first

hospital in the county to offer this new technology, we are excited about the opportunity to sit down in small, intimate settings with groups of women to discuss this new technology and to answer their questions about breast cancer and digital mammography. We want to come to places of employment – such as banks, schools or stores – during lunch time or other convenient times – to talk to their employees about this new equipment. We’re also available to speak at civic clubs, church women’s groups, residential park meetings, or any other group that is interested.”

“This new equipment changes the landscape of mammograms in this area,” said Devon Bloom, Director of Radiology at Lake Wales Medical Center. “It’s similar to the difference between an old-fashioned camera, and today’s modern digital cameras. There’s no film, and you can instantly see a very high-quality image. It allows us to know immediately whether we need to acquire additional images, and we can adjust the view of the image to better detect any abnormalities. Along with the improved technology, we’re working to make the procedure better for women. We’ve even invested in new terry cloth bath robes for our patients to wear.”

To learn more about the free Lunch & Learn programs or to sign up for a program for your work location, church group, or civic group, please call the LWMC Marketing Department at 679-6869.

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