

12-30-09

Attention:

It has recently come to the attention of the executive committee that a company is claiming that the SBI has endorsed breast specific gamma imaging based on an article that appeared in the Fall, 2009 newsletter. The company's wording implied that the SBI endorsed their specific product.

The excellent article on nuclear breast imaging by Dr. Maxwell outlined some of the potential applications of the procedure that are the subject of active investigation. Articles are written for the newsletter by a number of individuals, and do not necessarily reflect the opinion of the Society. Official position statements of the Society are clearly presented as such. In no circumstance does the Society of Breast Imaging endorse a specific product and the Society strongly objects to the use of its name by a commercial venture to market its goods.