New website seeks to end the confusion around mammography screening
Society of Breast Imaging launches new initiative to help patients and providers better understand mammography screening benefits

Washington, DC (January 7, 2016) – Breast cancer is the second leading cause of cancer deaths among women in the United States. In 2015, according to the National Cancer Institute, 231,840 women were to be diagnosed with the disease and 40,290 were to die from it. The death rate is highest among women who are not screened regularly and present with advanced cancers. Despite this data and the clear advantages of mammography as a key component of preventive health care, many women are confused by widespread variance in guidelines on when and how frequently to get a mammogram. To address this Society of Breast Imaging (SBI) created End the Confusion, a campaign to inform and engage providers, stakeholders, and the public on the benefits of breast cancer screening.

"I have read patient mammograms that detected cancers early, when treatment is most effective. I have patients who are alive today because they followed the advice of respected organizations like SBI. Ultimately, this is the reason for End the Confusion; to save lives through early detection," said SBI President Dr. Elizabeth Morris.

End the Confusion hosts resources, including multimedia presentations, fact sheets, and relevant articles. The site provides women with clear and accurate information on mammography screening so they are prepared to make informed decisions in partnership with their health care providers.

The End the Confusion website can be accessed at www.endtheconfusion.org.

To arrange an interview with a spokesperson, contact Joy Burwell at 202-263-2971 or jburwell@amplifypublicaffairs.net.
About the Society of Breast Imaging

The Society of Breast Imaging (SBI), established in 1985, is a professional medical organization dedicated to improving the practice of breast imaging and the quality of medical education in breast imaging. The SBI also provides a medium for the exchange of ideas among those involved in breast imaging. The SBI includes leading international breast imaging specialists nationwide among its membership.